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La Gazette de L'État de Poudouchéry
The Gazette of Puducherry

PART - II

சிறப்பு வெளியீடு

EXTRAORDINAIRE

EXTRAORDINARY

அதிகாரம் பெற்ற
வெளியீடு

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GOVERNMENT OF PUDUCHERRY

OULGARET MUNICIPALITY

No. 181/Jawahar Nagar/2024.

Puducherry, dated 22nd July 2024.

NOTIFICATION

The following Draft Bye-Laws for regulation over the advertisements such as hoardings, banners, wall paintings, *etc.*, and to safeguard the public within the jurisdiction of Oulgaret Municipality, Puduherry, and in exercise of the powers conferred by section 443 of the Puducherry Municipalities Act, 1973 (No. 9 of 1973), is hereby published for information of all the persons likely to be affected thereby and notice is hereby given that said Bye-Laws will be taken into consideration by the Oulgaret Municipality, Puduherry, after the expiry of fifteen days (15) from the date of publication in the Official Gazette of the Government of Puducherry.

2. Any objection or suggestion, which may be received from any person with respect to the said bye-laws before expiry of the period specified above, will be considered by the Oulgaret Municipality on merits within the scope of Pondicherry Municipalities Act 1973 and any other relevant Act/Rules in force.

3. Objections or suggestions should be addressed the Commissioner, Oulgaret Municipality, Jawahar Nagar, Puducherry.

//By order//

A. SURESHRAJ,
Commissioner.

DRAFT BYE-LAWS

1. Short title and commencement:-

- (1) This bye-law may be called the Oulgaret Municipality Advertisement Bye-Law, 2024.
- (2) This bye-law shall come into force on the expiry of 15 days from the date of their publication in the official Gazette as per Sub-section 2(b) of Section 447 of the Puducherry Municipalities Act, 1973.

2. Definitions:-

In this bye-law, unless the context, otherwise requires,

- (i) "Act "means the Puducherry Municipalities Act, 1973 (No. 9 of 1973);
- (ii) "Acknowledgement OMD" means an Outdoor Media Device that acknowledges an agency displaying an advertisement on road medians or roundabouts in lieu of provision or maintenance of such structures;
- (iii) "advertisement" means any representation by a word, or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, or light or sound or both, displayed on media device or on any screen or board, wall or building, either private or public, or on any hoarding erected on any private or public land or building or on any framework or other support wholly or in part over any private or public land or building visible to public wholly or partly from any place on land, building, airspace, water in the Municipal area and shall include any information exhibited but will exclude advertisements made in newspapers, broadcast made over radio or telecast in television;
- (iv) "Advertiser" includes any agent or owner or principal on whose behalf the advertisement is displayed, the owner of any enterprise about which the advertisement is displayed or the owner of the structure or place or building on which the advertisement is made;
- (v) "Advertising" means the act or process of displaying an advertisement;
- (vi) "agency" means an applicant who may be an individual (or) proprietary, a registered organization, partnership or a company incorporated under the Companies Act, 2013 (Central Act 18 of 2013) intending to display an advertisement within the Municipal area;
- (vii) "Appellate authority" means The Director, Local Administration Department, Puducherry
- (viii) "billboard/hoarding" means an outdoor media device with space for advertising in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building:

- (ix) "building line" means the line up to which the plinth of a building may lawfully extend on the side, (not the extended cantilever structures) which abuts the street or an extension of a street or a strip of land ear-marked or reserved for future construction of street and such line is mentioned in the approved plan or co-ordination plan or the scheme by the Government Authority having jurisdiction or power. This shall not include steel cantilever structures added (or) fixed to the building structures not part of the PPA approved Plan.
- (x) "Carriageway" means the width of the road under the metalled portion;
- (xi) "commercial building" means a building used or constructed or adopted to be used or intended to be used wholly or partially for business, trade or commerce;
- (xii) "Commissioner" means the Commissioner of a Municipality as defined by the provisions of the Puducherry Municipalities Act, 1973;
- (xiii) "Competent Authority" means the Municipal council and has the same meaning as defined in the Puducherry Municipalities Act, 1973; in the absence of Municipal Council, Special Officer exercising power of the Council.
- (xiv) "Council" means the body constituted to manage the Municipal Affairs in the local bodies and has the same meaning as defined in the Puducherry Municipalities Act, 1973;
- (xv) "Department" means the Local Administration Department, Government of Puducherry;
- (xvi) "Regulated area" means the geographic area including airspace in the jurisdiction of the Municipal area for meeting the objective of this bye-law;
- (xvii) "Display" means an advertisement being visible to public, irrespective of the space on which the advertisement is installed;
- (xviii) "gantry" means a structure erected across a road and usually fabricated of metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road;
- (xix) "Gantry advertisement" means a gantry displaying an advertisement on the face opposite to the direction of traffic;
- (xx) "ground OMD" shall mean an outdoor media device detached from a building, erected or painted on temporary structure, screen and fence placed/fixed on land and visible to public for the purpose of self-advertisement;
- (xxi) "Indian Road Congress (IRC)" means the applicable codes, regulations made and directions issued by the Indian Road Congress, from time to time;
- (xxii) "Intersection" means the same level junction where two or more roads either meet or cross;

- (xxiii) "electronic hoarding" means an outdoor media device, with display made from LED (Light Emitting Diode) or LCD (Liquid Crystal Display) or any other electronic source, to display running text, displays and informational messages from computer programs and software or any other means;
- (xxiv) "marquee OMD" shall means an outdoor media device attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, building line;
- (xxv) "Municipality" means the Urban Local Body as defined in the Puducherry Municipalities Act, 1973;
- (xxvi) "National Building Code of India or NBC" means the National Building Code of India, 2005 and regulations made there under;
- (xxvii) "OMD" means an Outdoor Media Device as set out Bye-Law 14;
- (xxviii) "Owner" means owner of the property and includes an apartment owner as defined in the Puducherry Apartment Ownership act, 1987 (No.8 of 1987);
- (xxix) "Permission fee" means fees levied by the Commissioner for granting permission for advertisement under this bye-law;
- (xxx) "Property" means any land or building or part thereof in the limits of the Municipality;
- (xxxi) "public building" means any building accessible by the general public, free of charge or on payment of a charge, and includes a building used or constructed or adopted to be used either ordinarily or occasionally, as a place of public worship, a theatre, hostel, Government office, public hall, public concert room, public lecture room, public exhibition or as a public place of assembly or occasionally for any similar purpose;
- (xxxii) "Registered agency" means any agency registered with the Municipality under clause (3) of Bye-Law II;
- (xxxiii) "Right of Way (RoW)" shall means total land width required for the road, to accommodate the roadway (carriageway and shoulders), side drains, service roads, tree plantation, utilities, etc, owned by the respective authority.
- (xxxiv) "Road traffic sign" means any sign for public information for users of the road and includes a traffic signal as contemplated in law or by the IRC;
- (xxxv) "self-advertisement" means advertisement displayed in terms of Bye-Law 18;
- (xxxvi) "Service lane" means a road along the main carriageway and used for movement of vehicles;
- (xxxvii) "street furniture advertisement" means an advertisement displayed on any public facility or structure which is not primarily intended for advertising and includes a seating bench, plant box,

footpath litter bin, pole-mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of appropriate size and shape serving the functional requirement of such street furniture with advertisement either directly pasted/ affixed or in the form of a panel;

(xxxviii) "Structural Engineer" means a person who is a graduate in Civil Engineering from a recognised University or corporate member of Civil Engineering Division of the Institute of Engineers of India with a minimum of ten years of experience in structural design structures and related field work, or person who is a post-graduate in Civil Engineering from a recognized University or corporate member of Civil Engineering Division of the Institute of Engineers of India with a minimum of three years of experience in structural design structures and related field work and registered as Grade-1 structural Engineer with the Puducherry Planning Authority.

(xxxix) "Structural stability certificate" means a certificate issued by a Structural Engineer;

(xl) "Third party advertising sign" means any OMD other than self-advertisement;

(xli) "temporary advertisement" means an OMD, other than self-advertisement, displayed immediately before and for the duration of any forthcoming event including entertainment events, festivals, mela, trade fair, conferences, road shows and does not exceed a maximum period of thirty days;

(xlii) "trailer advertising" means an OMD mounted on a trailer, bicycle or vehicle, which is stationary or moving with the sole purpose of advertising;

(xliii) "Unauthorized Display charge" means charges levied by Municipality for unauthorized display of OMD and violation of any of the provision of this bye-law;

(xliv) "Unipole" means an OMD with large space for advertising in the form of an advertisement panel and where such panel is mounted on a single column with its foundation on the ground;

(xlv) "urban design" means the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings, road including physical elements that make up the streetscape and the combined visual effect of building facades and other structures;

(xlvi) "wall wraps" means advertisement pasted on the outer surface of a building or the wall painted color or the wall covered with any other material including aluminium composite panels which has been used as architectural feature to form the façade or used as wall of building.

Display fee on advertisements other than advertisements published in the newspapers

3. Fee on advertisements.-

(1) Every person who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding or structure any advertisement or who displays any advertisement to public view in any manner whatsoever, in any place whether public or private, shall pay on every advertisement which

is so erected, exhibited, fixed, retained, or displayed to public view, a fee as specified in Schedule-1 appended to this bye-law.

- (2) The rates of the fee specified in Schedule -1 shall be determined by the Council.

Provided that no fee shall be levied under this Bye-law on any advertisement or a notice.-

- (a) of a public meeting; or
- (b) of any Government function/ceremonies etc
- (c) of an election to any legislative body or the council; or
- (d) of a candidature in respect of such an election:

Provided further that no such fee shall be levied on advertisement which is not a sky- sign and which.-

- (a) is exhibited within the window of any building; or
- (b) relates to the trade or business carried on within the land or building upon or over which such advertisement is exhibited, or to any sale or letting of such land or building or any effects therein or to any sale, entertainment or meeting to be held upon or in the same; provided the total area of the advertisement does not meet the criteria for Self-advertisements as stipulated under this bye-law;
- (c) Relates to the business of any railway administration; or
- (e) is exhibited within any railway station or upon any wall or other property of a railway administration except any portion of the surface of such wall or property fronting any street.

Explanation. 1. -- In this Bye-Law, "structure" includes any movable board on wheels used as an advertisement or an advertisement medium.

Explanation. 2.-In this Bye-Law, "sky-sign" means any advertisement, supported on or attached to any post, pole, standard, frame-work or other support wholly or in part upon or over any land, building, wall or structure which, or any part of which sky- sign, shall be visible against the sky from some point in any public place, including all and every part of any such post, pole, standard, frame-work or other support, and also includes any balloon, parachute or other similar device employed wholly or in part for the purposes of any advertisement upon or over any land, building or structure or upon or over any public place but does not include.

- (a) any flagstaff, pole, vane or weather-cock, unless adapted or used wholly or in part for the purposes of any advertisement; or

- (b) any sign, or any board, frame or other contrivance securely fixed to or on the top of the wall or parapet of any building or on the cornice or blocking course of any wall, or to the ridge of a roof:

Provided that such board, frame or other contrivance shall be of one continuous face open work, and does not extend in height more than one metre above any part of the wall, or parapet or ridge to, against or on which it is fixed or supported; or

- (c) any advertisement relating to the name of the land or building upon or over which the advertisement is exhibited, or to the name of the owner or occupier of such land or building; or
- (d) any advertisement relating exclusively to the business of a railway administration and placed wholly upon or over any railway, railway station, yard, platform or station approach belonging to a railway administration, and so placed that it cannot fall into any street or public place; or
- (f) any notice of land or building to be sold, or let placed upon such land or building.

Explanation. 3. - In this bye-law, "public place" means any place which is open to the use and enjoyment of the public, whether it is actually used or enjoyed by the public or not.

4. Prohibition of advertisements without written permission.-

(1) No advertisement shall, after the levy of the fee under this bye-law had been determined upon by the council, be erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding or structure within the municipality shall be displayed in any manner whatsoever in any place without the written permission of the Commissioner.

(2) The Commissioner shall not grant such permission if.-

- (i) the advertisement contravenes any of the provisions of this bye-law; or
- (ii) the fee, if any, due in respect of the advertisement has not been paid.

(3) Subject to the provisions of this policy, in the case of an advertisement liable to the advertisement fee, the Commissioner shall grant permission for the period to which the payment of the fee relates,;

5. Permission of the Commissioner to become void in certain cases:-

The permission granted under this bye-law shall become void in the following cases, namely.-

- (a) if any addition to the advertisement be made, except for the purpose of making it secure, under the direction of the Commissioner;
- (b) if any material change be made in the advertisement or any part thereof;

- (c) if any content change be made in the advertisement or any part thereof after obtaining the written permission;
- (d) if the advertisement or any part thereof falls otherwise than through accident;
- (e) if any addition or alteration be made to, or in, the land, building, wall, hoarding or structure upon or over which the advertisement is erected, exhibited, fixed or retained, and such addition or alteration involves the disturbance of the advertisement or any part thereof; and
- (f) if the buildings, wall, hoarding or structure upon or over which the advertisement is erected, exhibited fixed or retained be demolished or destroyed.

6. Owner or person in occupation to be deemed responsible.-

Where any advertisement is erected, exhibited, fixed or retained upon or over any land, building, wall, hoarding or structure in contravention of the provisions of this policy or after the written permission for the erection, exhibition, fixation or retention thereof for any period shall have expired or become void, the owner or person in occupation of such land, building, wall, hoarding or structure shall be deemed to be the person who has erected, exhibited, fixed or retained such advertisement in such contravention unless he proves that such contravention was committed by a person not in his employment or under his control or was committed without his connivance.

7. Removal of unauthorised advertisements.-

(1) If any advertisement be erected, exhibited, fixed or retained contrary to the provisions of this policy or after the written permission for the erection, exhibition, fixation, or retention thereof for any period shall have expired or become void, the Commissioner or any officer authorised by Commissioner may, by notice in writing, require the owner or occupier of the land, building, wall, hoarding or structure upon or over which the same is erected, exhibited, fixed or retained to take down or remove such advertisement or may enter any building, land or property and have the advertisement removed and any cost incurred shall be liable to be recovered from the owner (or) occupier of the land including tenant in case of private land and the entity responsible for erection of such unauthorised advertisement. Further, a penalty of two times the fee as mentioned in the Schedule I be levied and the same need to be paid by the owner or occupier of the land, building, wall, hoarding or structure upon or over which the same is erected, exhibited, fixed or retained and this will be the penalty for the first week of such unauthorized advertisement and further, 25% of fee as mentioned in Schedule I will be levied for every additional week or part thereof.

(2) The Commissioner shall check on unauthorized and illegal outdoor advertising and take appropriate action to remove or prohibit the display of any such advertising. Whenever any advertisement is displayed in contravention of this bye-law, the same is actionable as per provisions of this policy. The Municipal Commissioner have the authority to either give direction to the owner of property to dismantle, remove, deface or screen any unauthorized and illegal advertisement or Municipality itself can take similar action *in addition to imposing to penalty as given in 7(1) above.*

8. Collection of fee on advertisement.

The Commissioner may farm out (or) auction the collection of any fee on advertisement leviable under this policy for any period as deemed fit on such terms and conditions as may be laid down based on area and road zonation.

9. Area and Road Zoning. –

The Commissioner shall divide the Municipal area in the Union territory of Puducherry into different zones for the purpose of auctioning advertising rights, displaying advertisements and levying suitable fee.

10. Application for registration

(1) An agency intending to display an OMD within the Municipal area shall register with Council by submitting an application in Form 1.

(2) The registration obtained by the agency under clause (1) shall be valid for a period of three years from the date of registration for such agency and *must be renewed by paying renewal fee as the Competent Authority decides.*

(3) The agency shall deposit such registration fee, as the Competent Authority may, by general order, specify from time to time.

(4) The single proprietor shall also register for installing third party advertisements on its property. However, the same is permitted to install self-advertising on its property without registration, subject to payment of fee for the OMD, if it is beyond the permissible size specified in this bye-law.

(5) A company incorporated under the Companies Act, 2013, (Central Act 18 of 2013) and intending to install acknowledgement OMD consequent to development and maintenance of public utilities, parks, green spaces, traffic signs, or any other service for public benefit and in public interest through its Corporate Social Responsibility (CSR) funds, shall be required to register with the Council through an application in Form 1.

11. Process for registration

(1) The Council shall, refuse to register any agency where-

- (i) the agency, any of its Director/directors, owners or promoters have been debarred from the display of advertisement by any Municipality or Government or any agency owned and controlled by the Government,
- (ii) The agency, its directors, owners or promoters are in arrears of payment of any dues to the Municipality (or) Local Body (or) Government (or) any Government agency in Union Territory of Puducherry.
- (iii) The authorized signatory of the agency has earlier been authorised signatory of any company in arrears of payment of any dues to the Municipality (or) Local Body (or) any Government agency in Union Territory of Puducherry.

- (3) The agency intending to register with the Municipal Council shall submit the following information/documents, namely:-
- (i) Name of agency with registration details under the Companies Act, 2013 (Central Act 18 of 2013), or Limited Liability Partnership Act, 2008 (Central Act 6 of 2009);
 - (ii) Individual ID card, PAN card;
 - (iii) An undertaking that the agency, its Director/directors, owners or promoters are not in arrears of payment of any dues in any Municipality or local body or Government or Government undertakings.
 - (iv) Any other information or document, as the Municipal Council may require in writing.
- (4) On scrutiny of the application along with information/documents as provided in clause 2, the Municipal Council shall, within thirty days from the date of submission of application in complete shape, register the agency for the purpose of this Bye law and issue a unique identity number to such agency and the Approval form as set out in form-2.

12. Grant of Licence for displaying advertisements in public places, etc:-

(1) The licence for displaying advertisements in public places, buildings, lands, roads and streets may be granted through open and public auction/ tender on such terms and conditions, by a committee consisting of the following officers:-

- | | |
|--|-----------------|
| (1) The Municipal council of Oulgaret
Municipality/ represented by Special Officer
Appointed by the Government | ... Chairperson |
| (2) The Commissioner
Oulgaret Municipality | ... Member |
| (3) The Revenue Officer,
Oulgaret Municipality | ... Member |

(2) The Chairman may co-opt any one of the Commissioners of Municipalities and Commune Panchayats for the purpose of fixing upset price.

(3) One of the main conditions for grant of licence is that the licensee shall not charge more than the fees levied for grant of permission for displaying sky sign advertisement relating to their trade, profession, service, etc. either by the owners/ tenants of the buildings and lands in their respective premises in order to maintain the parity in the levy of fee for displaying advertisement.

(4) Licence shall be granted only to the advertising agents who have registered with the Municipal Council. In other words, only the registered advertisement agents shall be eligible to participate in auction/ tender.

(5) The committee shall decide the exact location of the place/land/ building/road/ street in the respective specified zones for display of advertisement, type of advertisement device, dimension, etc.

(6) The committee shall fix the upset price for the auction/ tender taking into account the location for display of the advertisement, type of advertisement device and their dimension, permission fee and the rent for the land/ building.

(7) The tenure of lease shall be for a period of three years from the date of grant of licence.

(8) The upset price shall be increased by 10% over and above the last highest bid the amount.

(9) The power to accept the tender/bid amount shall be vested with the committee.

13. Approval of OMDs

(1) Application by a registered agency for display of any OMD shall be made by submitting an application containing the information in terms of **Form 3**.

(2) Where the owner of a property /any other person/Tenant/Occupier authorised by the owner applies for permission for installing OMDs on his property for the purpose of self-advertisement beyond the permissible limits defined in this bye-law, such owner shall be required to register in terms of the process specified in Bye-Law 10 and 11, and apply for display of OMD by submitting an application containing the. Information in terms of **Form 3**.

(3) The application form shall be accompanied with the following, namely,

- i. A processing fee as the council may, by an order, specify from time to time, which shall be non- refundable and non-adjustable in any manner whatsoever;
- ii. A drawing, in colour, showing the locality plan, indicating the proposed position (including GPS coordinates) of the OMDs and the distances in relation to any other structure, building, or OMD situated within a radius of twenty-five metres from the proposed OMD;
- iii. Complete specifications showing the dimensions of the OMDs and locations;
- iv. The design and the structural details of the OMDs duly certified by a Structural Engineer, regarding the safety aspect of its foundations capable of bearing extreme wind conditions, earthquakes, soil bearing capacity and shall comply with relevant Indian Structural Design Standards, policy and guidelines framed from time to time. The structural details shall include size of all members of supporting frameworks, anchorages and design calculations including proof of compliance with any other law, including but not limited to, the applicable law and codes/guidelines including Indian Road Congress, the National Building Code of India and the Environment (Protection) Act 1986 (Central Act 29 of 1986), to the extent that such law is applicable;
- v. If a proposed OMD is to be attached to or displayed on the facade of a building, an architectural drawing showing elevation and measurements of the building and the detailed measurements and position of the proposed OMD and the position of every existing OMD on the building;
- vi. Copy of the contract document containing all terms and conditions entered into between the agency and the owner of the property, where the owner of

the property where the OMD is proposed to be displayed is different from the registered agency;

- vii. An undertaking to the effect that the application for display of advertisement is not in contravention of the order of any Court;
- viii. Any other information as the Council may require, from time to time.

14. Evaluation and on applications:-

1. While evaluating an application under Bye-Law 12, the Competent Authority shall ensure that-
 - i. The application is in compliance with these bye-laws;
 - ii. The application is not in contravention of any order of any Court in *which a Local Body of the Union Territory of Puducherry is a party and the applicant shall also give a affidavit before a Notary Public to the effect that there is no pending court cases;*
 - iii. Written representations, objections and comments received from any interested party on the application have been duly considered.
2. The Council in its sole discretion and for reasons to be recorded in writing, reserves its right to accept or reject any application.
3. The period of validity of the approval for display of OMD shall be as stipulated below:
 - (i) Type A: Standard OMDS, Unipoles gantries and large size bill boards (except wall wraps) will be in accordance of terms and condition of auction/tender as decided by the Council.
 - (ii) Type B: OMDS for events like conferences, entertainment events, etc., 30 days prior to event and shall be removed 24 hours after the event by the concerned Agency (or) removed by the Commissioner at the cost of the Agency in addition to the penalty stipulated in Bye-law 7;
 - (iii) Type C: Landscape OMDS on tree guards, railings, gates, round abouts, medians, street light poles etc - Validity to be on case to case basis (iv) Type D: Self advertisements - no within permissible size set out this bye-law
 - (iv) Type F: Innovative OMDS like LED, LCD, Gas balloon etc - case to case basis
 - (v) Type G: OMDS inside commercial and public buildings; -case to case basis
- (4) The Council on scrutiny and after following due process, shall, within thirty days from date of application in writing, notify its decision to approve through the issue of a letter of Intent (LoI), reject or return, the application as per format attached as **Form 2**.

(5) The agency shall be liable to pay the permission fee to the Municipal council within **fifteen days** of issuance of Letter of Intent (LO) falling which the approval shall be deemed to have been withdrawn. However, Competent Authority may relax the time period for submission of permission fee to unforeseen circumstances.

(6) After submission of permission fee and requisite documents stated in the LOI to the Municipality, the registered agency shall enter into contract agreement with the Municipality. Provided that where the registered agency has obtained approval for display of OMD on property owned by a person other than the registered agency, then the registered agency has to enter into contract agreement with the owner of property including a clause to the effect that if the property continues to display any OMD or display any other OMD beyond the period of approval contained in the Letter of Intent, then the liability with respect to violation of any provision of the Policy, shall be upon owner, jointly and severally, and shall submit it to the along with other documents mentioned in **Form-3**.

(7) All approvals for OMDs of the type and time period specified at clause (3) of Bye-Law 13 shall be reckoned from the 1st day of the month succeeding the month in which approval is granted up to the last day of the month in which the period limits specified in clause (3) of **Bye-Law 13** ends. *However the Competent Authority has the power to relax the reckoning period in views of administrative exigencies/ urgency which warrants such relaxation.*

(8) All existing OMDs on the date of notification of this bye-law shall comply with this bye-law immediately. Only fifteen days grace period from the date of notification of this bye-laws is allowed to all existing OMDs to seek necessary permission / regularize the existing OMDs. After completion of 30 days, Municipality shall take appropriate action for non-compliance that may include removal of such OMDs or advertisement hoardings, etc. and recover the cost involved for the removal from the person or agency which installed the said advertisement(s) *in addition to the penalty mentioned in bye-law 7.*

15. Exception

Nothing shall be construed to the effect that any approval granted in terms of this bye-law means that:

- (i) Any person is exempted from any provision of any other law for the time being in force;
- (ii) Any person is exempted from the provision, requirements and applicability of the Puducherry Open Places (Prevention of disfigurement) Act, 2000 (No. 6 of 2000);
- (iii) The registered agency of an OMD is exempted from its obligations to ensure that such sign is designed, erected, completed, displayed and maintained in accordance with any other applicable law for the safety, security of public at large or to protect public decency and morality.

16. Withdrawal and amendment of approvals.

(1) The Municipality may withdraw an approval granted, or amend any condition, or impose any further condition in respect of such approval if, in the opinion of the Commissioner, or any officer so authorized, by a general order, by the Commissioner, the OMD for which the approval has been granted-

- (i) is or has, as a result of a change to the road, provision of any public utility, the nature of the environment or the amenity of the neighbourhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located for any reason whatsoever;
- (ii) constitutes, or has become, a threat to any person or property:

- (iii) is obscuring a critical and aesthetically important natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
- (iv) is, or has become, prohibited in terms of these bye-laws or any other law for the time being in force;
- (v) falls, completely or a part thereof, either through an accident or any other cause;
- (vi) have any change made to it except under the direction of the Municipality;
- (vii) upon the building or structure or property proposed to be demolished or destroyed;
- (viii) requires to be removed, as may be decided, for reasons to be recorded in writing, by the Commissioner, in public interest, safety, aesthetics etc.

(2) Before taking any decision under clause (1) of Bye-Law 16, the Commissioner shall issue notice to the registered agency, informing it of the intent of the Municipality and the registered agency shall have the right to make a written representation in response to the notice within seven days of the date of notice. In case of public safety (or) immediate danger due to damaged OMD etc., the *Registered Agency shall immediately remove the same and compliance must be reported on the next day of receipt of Notice failing which the Municipality will remove and penalty as given in Bye-law 7 shall be levied.*

(3) In case of withdrawal of approval in whole or in part by the Commissioner, the registered agency shall have to remove or make such change of the OMD at its risk and cost, as may be directed by the Municipality within seven days. In case any refund of permission fees is due on account of withdrawal of approval, the balance amount of permission fees shall be refunded to the agency within thirty of such withdrawal.

(4) The Commissioner, or any officer so authorized, by a general or special order by the Commissioner, shall give reasons in writing for its decision on receipt of a representation from a registered agency.

(5) *Mode of Service of Notice:-* Pasting of the Notice as the OMD or at the site where OMD is erected and a pasting of notice at the address of the Registered Agency before two independent witnesses shall be sufficient mode of service of notice.

17. IT based solution for application, renewal and monitoring :-

(1) The Municipality shall adopt a transparent system for grant of approval for display of OMDS and monitoring.

(2) For the purpose of clause (1), the Municipality shall strive to develop an Information Technology based for grant of approvals and monitoring and shall strive to prepare a Geographical Information-System (GIS) based OMD Master Plan for the properties vested in or under the management or maintenance of the Municipality.

Provided that till such IT based system is created, the Municipality shall follow the conventional method of granting approvals/renewals through auction / tender/direct permission, as the case may be, however, details of all such approvals/renewals shall be promptly hosted on the Municipality website.

(3) All OMDs with their Geographical Positioning System (GPS) coordinates shall be marked on a map and shall be made available on the website of Municipality for the information of the public.

(4) The information technology based system referred to in clause (2) shall have the following enabling features:

- (i). The bye-law and notifications related to advertisements shall be made available for information on the website of the Municipality;
- (ii) Online registration of entities shall be enabled and the registered agency shall be assigned a unique Identity number which shall be password protected for all future correspondence with the Municipality;
- (iii) All OMDS shall be GPS tagged and shall be available on the website of the Municipality on a GIS map of the U.T of Puducherry;
- (iv) Each OMD site shall have unique code assigned to it which shall convey its ownership, location (GPS coordinates), type of media, size (area of display), advertisement/permission fee payable, validity of agreement for display of advertisement and any other information which in the opinion of the Commissioner is required to be coded;
- (v) Approvals of all OMD shall also be given electronically to the registered agencies. *Commissioner has the power to add or reduce the feature mentioned above.*

18. General requirements for OMD:-

(1) On approval, the OMD shall not be altered, removed, re-erected or upgraded (except in respect the content of advertisement), without prior written approval of the Commissioner. The content must satisfy Bye-law 20(3) also.

(2) Every power cable and conduit containing an electrical conductor for the operation of an OMD shall be so positioned and attached so that it is aesthetic and safe.

(3) No OMD shall be connected to any electricity supply with sub-meter without the prior written permission of the Electricity Department, Government of Puducherry or the licensed electricity distribution company concerned in the name of the registered agency and such permission shall, on request by an authorized official of Electricity Department, Government of Puducherry or the licensed electricity distribution company, be presented to them by the registered agency of the OMD concerned.

(4) The electrical connections and components in all the OMDS shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Policy and designed to ensure that there is no risk to personal or public safety or to movement of motorised or non-motorised traffic.

(5) Generators which are running on petroleum fuels or any bio-fuel or causing noise, air or water pollution, shall not be allowed for providing power for illumination of any OMD. However, the agency may illuminate OMDs under its jurisdiction by installing solar photovoltaic panels.

(6) The registered agency of the OMD shall ensure that disposal of any type of material including media for display is disposed off in terms of the Environment (Protection) Act, 1986 (Central Act 29 of 1986) or policy made there under, the Policy of the Municipality and any other applicable laws/rules/bye-laws.

19. Self Advertisement

OMDS for the purposes set out in sub-clauses (i) to (viii) below shall follow the provisions of these bye-law in respect of all conditions set out in this bye-law and shall not be required to register in accordance with the provisions of Bye-Law 10 and 11; and such OMDs shall be exempted from payment of any permission fee in the following cases subject to the fulfilment of conditions stipulated in Bye-law 34.

- (i) Relating to a public meeting, to an election to Parliament, Legislative Assembly, Municipality or to candidature in respect of such election; (may be installed on only authorized spaces identified/ earmarked by the Municipality);
- (ii) If exhibited within the window of any building, the advertisement relates to the trade, profession or business carried in that building;
- (iii) relating to the trade, profession or business carried on within the land or building upon or over which such advertisement is exhibited or to any sale or letting of land or building or any effects therein or to analyse, entertainment or meeting to be held on or upon or in the same;
- (iv) relating to the name of the land or building upon or over which the advertisement is exhibited, or to the name of the registered agency or occupier of such land or building;
- (v) relating to the business of a railway administration and is exhibited within any station or upon any wall or other property of the railway administration;
- (vi) relating to any activity of any department of the State Government or Union of India or the Municipality, *Public Sector Undertaking, Government Corporation and Government Agencies*;
- (vii) on a property where building, swimming pool, tennis court, paving, fencing or garden landscaping or any other structure is in the course of being constructed, erected, carried out or altered and on which the activity concerned is described and the name of any architect, contractor or consultant concerned in such activity is displayed and the branch of the industry or the profession involved is specified;
- (viii) Media device for hawkers on stationary kiosk or handcarts.

20. Prohibited area

(1) In addition to any other prohibition, expressed or implied, in these bye-laws, except with the permission of Commissioner on case to case basis, no person shall erect, maintain or display any OMD or advertisements on/within:

- (i) parks, urban forests and Natural water bodies;
- (ii) residential sector, subject to fulfilment of conditions stated in Schedule-I;
- (iii) National Highways or State Highways, subject to fulfilment of conditions stated in Schedule-I;
- (iv) any wall and wall paintings;
- (v) building or structures of archaeological, architectural, aesthetical, historical or heritage importance;
- (vi) places of worship or religious significance;
- (vii) hospitals and nursing homes; educational institutions, libraries;
- (viii) cremation grounds, graveyards;
- (ix) areas classified as endangered regional ecosystems;
- (x) no advertisement area" notified by the Municipality from time to time; and
- (xi) traffic signals and road signages.

(2) No person shall deface any public place or cause to be defaced any display, device or structure that may be put up by the Municipality and any contravention thereto shall be punishable under the Puducherry Open Places (Prevention of disfigurement) Act, 2000; and the Act.

(3) In addition to any other prohibition, expressed or implied, in these bye-laws, the Municipality shall take necessary action to modify or remove the following advertisements or OMDs showing or expressing:

- (i) nudity,
- (ii) propagating caste, community, race or ethnic differences;
- (iii) promoting drugs, alcohol, cigarette or tobacco items;
- (iv) propagating exploitation of women or child;
- (v) depicting cruelty to animals;
- (vi) depicting any nation or institution in poor light;
- (vii) casting aspersion on any brand or person;
- (viii) banned by any law;
- (ix) glorifying violence;
- (ix) promoting lottery tickets, sweepstakes entries and slot machines;
- (xi) any psychedelic, laser or moving displays;
- (xii) displaying destructive devices and explosives depicting items;
- (xiii) promoting weapons covered under the Arms Act, 1959;
- (xiv) defamatory, trade libellous, unlawfully threatening or unlawfully harassing;
- (xv) obscene or pornography or indecent representation of women within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986 (Central Act 60 of 1986);
- (xvi) linked directly or indirectly to or include description of items, goods or services that are prohibited under any law applicable for the time being in force, including but not to the Drugs and Cosmetics Act, 1940 (Central Act 23 of 1940) the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (Central Act 21 of 1954), the Indian Penal Code 1860 (Central Act 41 of 1860); and
- (xvii) any other items considered inappropriate and so notified from time to time by the Municipality.

(4) The list of location where temporary Advertisement/Hoardings are permitted is given in **Schedule - 3.**

21. OMDs on property of Municipality or for construction, operation or maintenance of any public Utility, etc.

(1) The Municipality shall, from time to time identify new locations and property within its jurisdiction to allow OMDs and prepare or revise the master plan of OMDs on property vested in or under the management or maintenance of the Municipality (hereinafter termed as "Municipal properties").

(2) The permission for display of advertisements on Municipal properties already built up shall be granted by inviting e-tender/e- auction for the Local Bodies as a whole or in part, or in combination of areas of Local Bodies as per the bye-laws of e-tender/ e-auction issued by the Government from time to time.

(3) The period for display of advertisements shall be in accordance with **Bye-Law 13** and may be terminated at any time after giving notice of **seven days** in the event of default of terms and conditions of the contract agreement and in lieu of **Bye-law 16**.

(4) The Municipality shall have the complete and unhindered right to display, or permit the display of and at any time, hoardings/ advertisements of Government or any statutory authority, Board, Corporations, Municipality or other entity owned and controlled by the Government for social messaging or promotion of the policies, schemes or programmes of the Government. The Municipality may direct the successful bidder in the e-tender/e-auction to reserve fifteen percent of the total advertising space for the Government advertisements under this clause and no fee shall be payable by the Municipality for these Government advertisements.

(5) The Municipality with approval of Competent Authority may assign advertisement rights for a specified period to any entity in lieu of construction, operations or maintenance of any public amenities including street light, public toilets, tree guards, street furniture, water dispensers, public information kiosks, etc.; and OMDs proposed to be installed in exercise of such rights shall be in accordance with bye-laws.

(6) The Municipality with prior approval of the Competent Authority may permit acknowledgment OMDs in accordance with the provisions of these bye-laws to any agency that undertakes to construct, operate or maintain any public space or public utility including green spaces, parks, water bodies etc., out of its own funds including through funds made available under the Corporate Social Responsibility Policy under the Companies Act, 2013 (Central Act 18 of 2013).

22. OMDs on property of Government or Government entities

Advertisement rights assigned to any infrastructure project implementation entity by the Government or the Municipality or any statutory authority, Board, corporations, or other entity owned and controlled by the Government on implementation project (other than a foot-over-bridge) shall be permitted in accordance with these bye-laws.

23. Formats of Outdoor Media Devices (OMD)

OMDs shall be classified as per details set out and with permissible specifications and conditions set out in **Schedule II**.

24. Permission fees.

(1) The permission fee along with terms of payment shall be prescribed by the **Municipality** from time to time. However, the permission fee shall be revised once in every three year as per market conditions

(2) In case of removal of advertisement by Municipality on account of reasons attributable to Municipality, pro-rata amount shall be refunded to the agency.

(3) No refund of permission paid shall be made by the Municipality, if the registered agency seeks withdrawal of the permission granted under **Bye-Law 13**.

(4) The permission fee shall be applicable immediately on notification of these bye-laws on all OMDs including existing OMDs.

(5) All the applicable taxes shall be the liability and be payable by the registered agency.

(6) If the Municipality fails to prepare a proposal for revision in the period of **three years**, the Director, Local Administration Department may, immediately on the end of the fifth year of the last revision of the permission fees, *suo-motu revise* and notify the permission fees and *till such time the existing rates with an 5% increase may be levied*.

(7) Registered agencies permitted to install Acknowledgment OMDs under **clause (8) of Bye-Law 21** are exempted from payment of permission fee.

25. Inspections

(1) The Competent Authority /The Commissioner or any officer or any agency authorized by him, by a general or special order, shall have the power to carry out an inspection of any OMD at any time.

(2) An officer or agency authorized by the Commissioner shall carry out the inspection with respect to "Outdoor Media Device Audit form" as specified by the Municipality, from time to time.

26. Maintenance of OMDs and removal of unauthorized advertisements.

(1) Subject to provisions in these bye-laws-

- (i) the registered agency shall be responsible for maintaining the device and the surrounding area so that it does not become unsightly or deteriorate to such a degree that it is in conflict with any provision of these bye-laws;
- (ii) a registered agency shall carry out regular inspections of an OMD with a view to satisfy himself that it has properly maintained and forthwith carry out any necessary maintenance resultant upon such inspection and records of the same shall be maintained and shall be produce to the inspecting officer, failing which action will be initiated against the agency and fine of Rs.25,000/- will be imposed. Fourth violation within a year will lead to cancellation of license/permit/registration without any notice; and
- (iii) The registered agency shall keep a written record of any inspection made. maintenance carried out and shall retain record of it and make the same available for perusal on demand by an authorized officer of the Municipality.

(2) The registered agency shall ensure that a metallic plate (minimum size of one feet by one feet) with the embossed logo of Municipality providing details of approval of Municipality and details of the OMD, as required by Municipality, are displayed and maintained in good condition at all times. Failure to do so shall result in the levy of a non-compliance charge, as the Municipality may specify.

(3) If in the opinion of Municipality, any OMD is in a dangerous or unsafe or is likely to fall into a state of disrepair or is in conflict with any requirement of these bye-laws, the Municipality shall serve a notice on the registered agency to remove/ maintain the OMD, within the specified period and registered agency shall be required to comply thereof and take suitable action.

(4) If the Municipality is of the opinion that an OMD constitutes an imminent danger to any person or property, it shall without serving, or if such a notice has been served but not complied with within the period specified therein, remove the OMD.

(5) The cost incurred for the removal and storage of an OMD, and any other costs incurred by the Municipality as contemplated in clause (4) of Bye-laws 26, shall be recovered from the registered agency. The OMD shall be removed at the risk of the registered agency by the Municipality, any liabilities/Damages arising out and the same shall be borne by the registered agency.

(6) If an OMD has been removed in terms of clause (4) of Bye-law 26, the Municipality shall promptly inform the registered agency, about such removal of OMD *and also initiate the process for*

recovery of cost of such removal. The Registered Agency shall pay the same within a week failing which penalty shall be levied.

(7) Any OMD which has been removed and stored in terms of these bye-laws shall be released to its registered agency subject to payment of fee/ charges as the Municipality may specify.

(8) Any unauthorized outdoor advertisement shall be removed promptly by the Municipality and shall not be returned and immediately disposed off on as-is where-is basis. *The person responsible will be imposed with penalty.*

(9) The entire list of authorized OMDs shall be displayed, without ownership display, for scrutiny by public at large and advertising companies, agencies, brands to identify and ensure that the advertisement being released by them is being mounted only on authorized OMDs. Failure to comply with above requirement shall be punishable under the Puducherry Open Places (Prevention of Disfigurement) Act, 2000 (No. 6 of 2000).

27. Documentations

The registered agency i.e. both owner and agency of a property upon which an OMD is erected, attached or displayed, shall retain certified copies of all documentation relating to the application for approval of such device in terms of these bye-laws, for as long as that device is erected or displayed, and shall on demand by an officer authorized by Commissioner, present such documentation. Failure to do so will affect penalty.

28. Appeal

Any person, whose rights are affected by a decision of Commissioner or an officer authorized by him in terms of enforcement of any of the terms specified under these bye-laws. (or) in terms of allotment of OMDs, may appeal against that decision to the competent authority and appeal against decision of competent authority to appellate authority

29. Contraventions and consequences

(1) Whosoever contravenes any provision of these bye-laws, shall be liable, without prejudice to any other action that may be taken by the Municipality to remove such contravention, to pay a charge for such contravention at a rate equal to three times the applicable permission fees on the date of commencement of such contravention for the period of such contravention or a quarter, whichever is more.

(a) In case of unauthorized media displayed by any agency not registered under clause (3) of Bye-Law 11, the owner of the property over which the unauthorized media has been displayed and the agency shall be, jointly and severally, liable for payment of the charge for such contravention as specified in clause (1).

(b) In case of self-advertisements, or the agency displays more than the permissible size without due authorisation the said agency shall be liable for payment of charge for such contravention as specified in clause (1).

(2) In case of unauthorized media displayed by an agency registered under clause (3) of Bye-Law 11, the owner of the property over which the unauthorized media has been displayed and the agency shall be, jointly and severally, liable for the payment of charge for such contravention as

specified in clause (1). The registered agency which has displayed the unauthorized media shall also be liable to be deregistered by the Municipality:

Provided that any action for deregistration shall be taken by the Commissioner or an authorized by the Commissioner in this behalf, only after an opportunity of being heard been provided to the registered agency:

Provided further that if the registered agency pays the charge for such contravention, removes the unauthorized media within a period of five days from the date of notice of such contravention and gives a commitment to comply with the provisions of these bye-laws in future, then the Commissioner may, in good faith, provide an opportunity to the registered agency and may not deregister the agency:

Provided further that the opportunity under the second proviso shall be provided only on one occasion of contravention and shall not be provided for any subsequent contravention within a period of three years.

(3) If the owner, promoter or Director of any agency that has been deregistered, is the owner, promoter or Director of any other registered agency, then action for deregistration shall also be taken against such other registered agency:

Provided that any action for deregistration shall be taken by the Commissioner or an officer authorized by the Commissioner in this behalf, only after an opportunity of being heard has been provided to the other registered agency.

(4) Consequent to the decision for deregistration of a registered agency under clause (2) or clause (3) above, any approval granted by the Municipality to any OMD of such registered agency shall be deemed to have been withdrawn forthwith without any further notice.

(5) A registered agency, once deregistered under clause (2) or clause (3) above, shall not be permitted to register for a period of three years from the date of deregistration.

(6) In case of continuing contravention beyond fifteen days, the property over which such contravention exists shall be debarred for display of advertisement for a period of one year and *penalty will be levied*.

(7) An officer authorized by the Commissioner, shall have the power to enter upon the property on or over which the unauthorized media has been displayed and remove such unauthorized media.

30. Insurance

(1) The registered agency of the OMDs shall provide and keep in full force and effect in the joint names of the registered agency, a public liability Insurance policy for their respective rights, interests and liabilities to the third parties in respect of accidental death, bodily injury to persons or accidental damage to the property.

(2) The registered agency shall produce evidence of the insurance public liability insurance policy to the Municipality.

31. *Indemnity*

(1) The registered agency shall be required to indemnify the municipality against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Municipality which arise as a result of the installation or existence of OMDs.

(2) The registered agency shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of advertisement and the consequential claim shall be borne by the owner who shall also indemnify and safeguard the Municipality, its employees or any entity employed/ appointed by Municipality.

32. *Revenue Sharing*

(1) All the Public View advertisements under the jurisdiction of respective Council, irrespective of jurisdiction of land, will be governed by the policy and regulations laid down for outdoor advertisements.

(2) In case land belongs to other organisations: Government Organizations/ PSUs/ Autonomous Bodies/Statutory Bodies/Registered Societies/Corporative Societies/ Private Limited Companies etc and the structure has been built/installed by them or the advertiser in their territory for display of advertisement and it faces the vehicular traffic plying on it or comes in public view in any manner whatsoever visible from a public street or public place (including any advertisement exhibited by means of cinematographs), the concerned organization or the advertiser with their permission will have to share revenue in the following proportion:

- (i). All the organization which are allowing/permitting advertisement displays (shall obtain prior written permission from the Commissioner on their land/properties.
- (ii) Other concerned organizations will share 50 per cent of the revenue earned through Advertisement with respective Municipality within their jurisdiction.
- (iii) It should also be ensured that the contracts are not allowed to continue beyond the contractual period. Any contract which is in contravention to these bye-laws should be allowed till the end date of the present contract. However, the organisations that had executed such contracts shall share 50% of the revenue from the date of effect of the bye-law.

33. *Commercial advertisement fee for Category -1, 2 & 3 devices*

Every person, who erects, exhibits, fixes or retains upon or over any land, building, wall, hoarding, frame, post or structure or upon or any vehicle any advertisement or, who displays any advertisement to public view in any manner whatsoever, visible from a public street or public place (including any advertisement exhibited by means of cinematographs), shall pay for every advertisement which is so erected, exhibited, fixed or retained or so displayed to public view, such rates as mentioned in the **Schedule – 1**.

34. Commercial advertising fee for category-4 devices

(1) Self Signage or Self Advertisement having sum total of area less than/equal to 2.5 sqm No advertisement or signage will be allowed beyond the length of the shop. Signages with a total surface area less than or equal to 2.5 sqm for advertising (sum total of self signage device), per property/Business Establishments, shall not be subjected to any charges. The Self Signage shall be strictly installed/displayed in accordance with the general conditions laid for Category (4) devices in these bye-laws.

(2) Self Signage having sum total of area more than 2.5 sqm:- No signage will be allowed beyond the length of the shop. Advertisement device/s for self signage/s exceeding 2.5 sq. m (sum total of self signage device), the Owner of shop/Business establishment/Institution, who erects, exhibits, fixes or retains upon or over part of building/property, where the business establishment is running its business, any such self signage advertisement or, who displays any such self signage advertisement to public view or visible from a public street or public place, shall pay for every such self signage display which is so erected, exhibited, fixed or retained or so displayed to public view, an advertisement fee at such rates as fixed by the Municipality, from time to time. The Self Signage shall be strictly installed/displayed in accordance with the general conditions laid down for Category - 4 devices in this bye-law.

Schedule -1

See bye under 3(1)

Permission Fee for various of Advertisements**Zone A****(All Arterial Roads within the Oulgaret Municipality)**

SL.No	Type of Advertisement	Permission Fee per square metre per year			
		Non-Illuminated	Illuminated	Electronic display without video	Electronic display with video
1.	Self-advertisement	1500	2500	3500	4000
2.	Third Party Advertisements (includes wall wrap, gantry, Bill Boards, Unipoles, etc.)	1500	2500	3500	4000
3.	Vehicle Mounted Advertisement	1500	1500	1500	2000
4.	Special Type of Advertisement like Balloons, drones or any new type of Advertisement not covered under this policy.	Will be decided by the Director on case to case basis based on the rates prevalent for that category of advertisements in comparable cities/ states.			
5.	Temporary Advertisements at locations mentioned in Schedule – 3 of this Bye law (permission fee per day only)	10/- per square feet per day			

* Above permissible limits stipulated in this policy.

** Advertisements such as Bill Boards, Gantry, Unipoles etc., which will be put up on Public road or properties will be put up for auction as early as possible after this policy comes into force. In such auctions, the rates specified above will be the minimum base price for auctioning such category of Advertisement.

***** Details of roads covered under Zone 'A'**

1. Lawspet Main road (Airport Road, College Road, TAC Road, Karuvadikuppam Main road) 2. East Coast Road 3. kamaraj Salai from Jipmer Hospital to Raja theater Signal) 4. Vazhudavur Road 5. Villianur Main Road 6. Vallar salai (Vallar Salai Extension & 45 Feet road) 7. Krishna Nagar Main Road 8. Tholkaapiar Road, Lawspet (PIPMATE Road, Lawspet) 9. Gangaianman Koil Street, Lawspet (Road linking ECR and Lawspet Main Road, adjacent to Lawspet Municipal Market) 10. Bharathiyar Salai, Ashok Nagar, Lawspet 11. V.V.P. Nagar Main Road 12. Kasthuribai Nagar Main Road 13 PIPDIC Main Road via, (VCRC Road, Puthurai Road Mettupalayam, Gorimedu) 14. Gundu Salai (starting from Vazhudavur Road upto Villianur main Road and from Dr.M.G.R Nagar arch upto Muthirapalayam Road) 15. Perambai Road 16. Old Octroi Road (Road linking Villianur Main Road and 100 Feet Road) 17. 100 Feet Road from (Rajiv Gandhi signal to Railway gate) 18. Pointcare Street.

Zone B**(All areas other than Arterial Roads within the Oulgaret Municipality)**

SL.No	Type of Advertisement	Permission Fee per square metre per year			
		Non-Illuminated	Illuminated	Electronic display without video	Electronic display with video
1.	Self-advertisement	1500	2500	3500	4000
2.	Third Party Advertisements (includes wall wrap, gantry, Bill Boards, Unipoles, etc.)	1500	2500	3500	4000
3.	Vehicle Mounted Advertisement	1500	1500	1500	2000
4.	Special Type of Advertisement like Balloons, drones or any new type of Advertisement not covered under this policy.	Will be decided by the Director on case to case basis based on the rates prevalent for that category of advertisements in comparable cities/ states.			
5.	Temporary Advertisements at locations mentioned in Schedule – 3 of this Bye law (permission fee per day only)	10/- per square feet per day			

* Above permissible limits stipulated in this policy.

** Advertisements such as Bill Boards, Gantry, Unipoles etc., which will be put up on Public road or properties will be put up for auction as early as possible after this policy comes into force. In such auctions, the rates specified above will be the minimum base price for auctioning such category of Advertisement.

The Streets/Roads other than the streets/Roads designated as Zone A shall be treated as Zone B

Schedule-2

(see Bye law 23)

Details of various categories of devices, specific condition, permission criteria, etc.**A. Summary of Category-1 Devices**

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
1.1	Billboards/ Unipoles/ Bipoles		
1.1.i	Industrial area	Permitted	
1.1.ii	Commercial area	Permitted	
1.1.iii	Recreational areas	Permitted	
1.1.iv	Crematoriums and Burial grounds		Not permitted
1.1.v	Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc	Permitted	
1.1.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not permitted unless approved by Competent Authority on case to case basis
1.1.vii	On rooftops of residences	Residences in Commercials only permitted	Not permitted
1.1.viii	On mobile vans for purposes of advertising		Not permitted
1.2	Trivision	Permitted in vehicle free zones	
1.3	Railway Bridge panels**		Not Permitted (except for Authorised by Railway to conditions below)
1.4	Flyover panels**	Permitted	Not Permitted (except for Railway subject to conditions below)
1.5.	Foot Over Bridge (FOB)**	Permitted	Not permitted (except for Railway subject to conditions below)
1.6	Building wraps		
1.6.i	Malls and Airport area	Permitted	
1.6.ii	Cinema Halls	Permitted	
1.6.iii	Commercial areas in Market Complexes	Permitted	
1.6.iv	Commercial areas in Residential areas	Permitted	

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
1.7	Variable message Advertising devices such as LED, LCD Screens etc.		
1.7.i	Industrial area	Permitted	
1.7.ii	Commercial Area	Permitted	
1.7.iii	Recreational areas	Permitted	
1.7.iv	Crematoriums and Burial grounds		Not permitted
1.7.v	Transportation areas like Airports, rail terminals/ bus terminals/ truck terminals etc.	Permitted	
1.7.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.		Not Permitted unless approved by the Competent Authority on case to case basis.
1.7.vii	On rooftops of residences		Not permitted
1.7.viii	On mobile vans for purposes of advertising	Permitted	
1.8	Ground-Level Hoardings	Permitted for Airport inside Malls, Market/Shopping Complexes.	

** . Railways is permitted to initial advertisements on Railway bridge, FOB, Railway land. However it is conditional to clearance of site and billboard plan by Commissioner of the Municipality as there is concern about safety of such billboards as they hang over the road, which is used by motorists and pedestrians. Therefore, utmost structural stability must be provided by the two agencies during installation of such billboards and they will also be liable for any mishap. As such billboard on Foot-Over-Bridges, Flyover Panels, Railway Bridge Panels have the propensity of distracting drivers due to Head on view and could be potential safety hazards, all efforts should be made to avoid visual clutter and ensure both safety and aesthetics. The distance criteria of 75 meter between existing unipoles and existing FOB advertisement will not apply in this case.

B. Summary of Category-2 devices

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.1	Public amenity mounted devices: garbage and toilet facilities	Permitted	
2.2	Devices Mounted on Service oriented facility	Permitted	
2.3	Devices mounted on Roadside kiosks	Permitted	
2.4	Devices along with Information for public	Permitted	
2.5	Devices mounted on Public assistance facility	Permitted	
2.6	Pier or pylon mounted device		
2.6.i	Flyover columns	Permitted	
2.6.ii	Others	Permitted for any other area or surface on case to case basis	
2.7	Pole Kiosk	Permitted	
2.8	Protection screen/ Nallah culvert advertising devices	Permitted	
2.9	Informal advertising display board		
2.9.i	Residential area	Permitted	
2.9.ii	Commercial area	Permitted	
2.9.iii	Recreational areas	Permitted	
2.9.iv	Public parks, gardens etc	Permitted	
2.9.v	Premises of Public buildings	Permitted	
2.9.vi	Other areas along side road		Not Permitted
2.10	Vehicular Mounted Devices: Bus advertising – private and public		
2.11	Vehicular Mounted Devices: Delivery and service vehicle advertising	Permitted	
2.12	Taxi and intermediate public transport advertising	Permitted	
2.15	Air Borne devices	Permitted on case to case basis (social messages by Govt. Agencies – free)	
2.16	Roof mounted devices in residences		Not permitted
2.17	Flag Signs		
2.17.i	Industrial area	Permitted	
2.17.ii	Commercial area	Permitted	

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
2.17.iii	Recreational areas	Permitted	
2.17.iv	Crematoriums and Burial grounds		Not permitted
2.17.v	Transportation areas like airports/ rail terminals/ bus terminals/ truck terminals etc	Permitted	
2.17.vi	Other areas like residential area, institutional, heritage, monument etc including mixed land use.	Permitted on case to case basis by the Competent Authority	
2.17.vii	Outside city limit	Permitted	
2.17.viii	On rooftops of residences		Not permitted
2.17.ix	On mobile vans for purposes of advertising	Permitted	
2.18	Device mounted on Street Furniture	Permitted	

C. Summary of Category-3 devices

S.No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
3.1	Bus shelter and bus deport	Permitted	
3.2	Parking	Permitted	
3.2.i	Parking Display Boards	Permitted	
3.2.ii	Two sides of Khokha	Permitted	
	Parking tickets	Permitted	
3.2.iii	Parking uniforms	Permitted	
3.3	Landscape Advertising devices	Permitted	
3.3.i	Fence Advertising devices	Permitted	
3.3.ii	Devices mounted on Tree Guards	Permitted	
3.4	Traffic Barricading	Permitted	

D. Summary of Category-4 devices

S. No	Description of device	Status	
		Permitted Subject to General and Specific Permission Criteria	Not Permitted
4.1	Fascia Sign for self-advertising	Permitted	
4.2	Awning Sign for self-advertising	Permitted	
4.3	Projected sign for self-advertising	Permitted	
4.4	Footway and Roadside vendorsign for self-advertising	Permitted	
4.5	Real estate sign	Permitted	
4.6	Welcome Sign	Permitted	
4.7	Construction sign for-self advertising	Permitted	

Specific conditions for different category of advertising devices Specific conditions: Category 1

S. No.	Type	General description	Description of device	Specific parameters			
				Length (Max)	Width (Max)	Max Height	Min Ground Clearance
1.1	Category-one	Large format outdoor Advertising device	Billboards/Unipole				
1.1.1			For roads less than 100 feet, road-way	6m	3m	10m 14m for Railways and Airport	2.5m
1.1.2			For roads more than 100 feet, roadway	10m	5m	10m for Railways & Airport	2.5m
1.2			Trivision – permitted on in vehicle free zones. The structure should not safe & secure	NA	NA	NA	NA
1.3			Railway Bridge panels	18m	3m	-	-
1.4			Flyover Panels	18m	3m	-	-
1.5			Foot-Over-Bridge	18m	3m	-	-
1.7			Variable message Advertising devices such as LED, LCD Screens etc.	10m	5 m	-	-
1.8			Ground-Level Hoarding	10m	5m	14 m	-

Note:

- i. The Length and Width for advertising display for Category I devices can be interchanged/alterd as per suitability but not exceeding the total area (Length multiplied by Width).
- ii. In the case of airports, the Length and Width for Unipole/Billboard and Ground Level Hoardings can be increased on case to case basis upto the maximum dimension of 14m x 8m and 20m x 5m respectively by Commissioner, Oulgaret Municipality

Specific Permission Criteria: Category 1

a.	Lateral placement	<ul style="list-style-type: none"> ❖ Not permitted in medians. ❖ Not permitted on traffic islands and where carriageways diverge. ❖ Not permitted on footpaths. ❖ Where the footpath does not exist the outdoor advertising device ❖ shall not be permitted within 3 metres from the edge of existing carriageway.
b.	Longitudinal Placement	<ul style="list-style-type: none"> ❖ Not permitted within 75 m of any traffic red-light erected for the regulation of traffic. ❖ Not permitted if any such form as will obstruct the path of pedestrians. ❖ Not permitted if in any manner and at such places as to obstruct or interfere with the visibility of approaching, merging or intersecting traffic. ❖ Not permitted within a round-about of diameter less than 25m as measured from the outer width of the round- about. ❖ Distance between two advertisement displays on flyover panel/railway bridge/FOB must not be less than 25 m to avoid visual clutter. However, two advertisement panel (back to back on Railway Bridge Panel/Flyover Panel/FOB i.e. both sides facing traffic) of specified size shall be permitted on Railway Bridge Panel/Flyover Panel/FOB at one location subject to the conditions mentioned at Footnote below the Summary for ❖ Category-1 Devices.
c.	Other Placement	<ul style="list-style-type: none"> ❖ The locations where large format outdoor devices are placed along the sides of the railway bridge, flyover than maximum height of the device from the road level shall be measured clearly from the top of flyover and centre of the flyover. ❖ Building wrap will be permitted strictly on Malls, Airport area, Cinema Halls, commercial buildings, market/shopping complexes. ❖ Building Wraps shall not create any hindrance in Ventilation, Natural Lighting and Opening of Doors/Windows. ❖ Building Wraps shall not cross/on the Roof Top Level of the Building and shall be displayed within the building boundaries. ❖ Not permitted in residential areas ❖ Not permitted within 75m of another Category 1 device except Building Wraps. ❖ The minimum distance to be maintained between any two Building Wraps shall be 10 m, however, the minimum distance between any two building wraps can be increased depending on site conditions on case to case basis so as to avoid visual cluttering by the Competent Authority.

Specific conditions and provisions: Category 2

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.1	Category -2	Public amenity mounted devices: garbage and toilet facilities	--	--	Up to 23 sqm per single unit	--	<p>Permitted only over approved surfaces of specified properties designed for providing certain civic amenity/facility /service for public benefit.</p> <p>The Amenity shall not interfere with the general function of the road or premises or cause impediment to sight distances for motorists.</p> <p>The activities of the amenity shall not spillover beyond the designated area onto the surroundings, unless otherwise permitted.</p> <p>The facility will not be allowed to be used for any other purpose than what has been agreed to in the contract. No device placed within the designated area of facility shall project beyond the assigned surface</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>proposed in facility The amenity and the device mounted on the surface of facility shall be such that it creates no hindrance to the flow of vehicular or pedestrian traffic.</p> <p>The advertiser shall be responsible for providing services like water, sewage, garbage collection etc as required for smooth functioning of the facility or as per the terms of the agreement.</p> <p>Daily and regular upkeep shall be the responsibility of the advertiser, is also responsible for maintenance of hygienic conditions in and around the facility or as per the terms of the agreement.</p> <p>General illumination required for the functioning of the facility shall be provided and maintained by the Advertiser.</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>Allotment will be made through tender system or through other transparent system as laid down by the corporation.</p> <p>The space required for group/queue formation wherever applicable in front of the facility shall be included in the setback from the adjoining curb line or any adjoining structure or site features.</p> <p>No advertising shall be permitted till the facility is completely operational.</p> <p>An "Out of Service" sign shall be placed on the facility in case of the facility becoming non-operative on account of a fault, repair or routine maintenance.</p> <p>All defunct or non-operational facilities shall not be allowed to advertise any advertisement.</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.2	Devices mounted on service oriented facility	Drinking water, kiosk outside colony to facilitate payment of bills/etc (G2C kiosk)	<70 % of the visible area to Public.		The unit will be allowed to display up to 3 panels, each not more than 3mx 3m		

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.3	Devices mounted on road side kiosks	Tea/Cold Drink Kiosk/ Fruit juice, Snack bar, Florist, Paan, cigarette, kiosk, puncture repair, Kiosk for barber cobbler, milk booth, etc.			< 2.25 Sqm		A strict control shall be maintained on the timing of operation of the facility or service and the same shall be displayed appropriately on the facility interface.
2.4.	Devices along with information for public	city maps, colony maps etc.			< 2.25 Sqm		
2.5	Devices mounted on public assistance facility	Police assistance, traffic police assistance, tourist assistance			< 2.25 Sqm		
2.5.1	Devices Mounted on Street	Benches, Clock towers, dustbin etc.			< 2 Sqm		Advertisement on street furniture shall not exceed 2 sq. mtr. on a single side.

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>When more than one facility is installed parallel to the roadways or in a cluster, they shall be separated by a minimum of 5 mtr distance.</p> <p>Shall not be placed so as to obstruct pedestrian movement and shall be located so as to not create a hazard for traffic, bicycle, or wheel chair users in and around the locations.</p> <p>Not permitted on a road median, which is less than 1.2 mtr wide.</p> <p>Shall not have sharp edges with a view to avoid a chance of injury or damage to any person or object. On arterial roads with kerb, the facility should be placed no closer than 1 mtr. from the face of the kerb shall be not less than 0.5 mtr.</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							Device mounted on street furniture shall be non reflective in nature.
2.6	Pier or pylon mounted device	Road flyover pylons	0.76 m	0.1m	Not exceeding 0.91 sq. m	1.2 m	<ul style="list-style-type: none"> ❖ Surface mounted device shall be permitted only in the landscaped area under Flyover ❖ and shall not spill over to the roads footpaths or to the top. ❖ No Pier surface mounted device shall be permitted on the pier abutting a traffic intersection. ❖ The Pier surface mounted device shall be fitted on every alternate pier after the traffic intersection wherever it cuts under the viaduct or the flyover. ❖ Surface mounted device shall

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>be mounted on two sides of the Flyover pier in the direction of the traffic flow and not parallel to it.</p> <p>❖ In case of their being more than one Pier per bays in the case of Flyovers, maximum of two surface mounted device shall be permitted per bay preferably on the outer road-side piers.</p> <p>❖ The Pier surface mounted device shall be fixed to the Pier with extreme care without causing any damage to the structure.</p> <p>❖ Minimizing the contact points with the Pier, the fixing member/shall be invisible and concealed</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>behind the sign.</p> <p>❖ The Rights for advertising under the Metro Viaducts and Roadway Flyovers shall be granted in lieu of provision and maintenance of landscaping of the areas located directly under the Viaducts and Flyovers.</p>
2.7	Pole Kiosk:		0.76	0.1m	Not exceed -ing 0.91 sqm	1.2m	<p>❖ Shall not exceed 0.91 sq. m of advertisement display area and shall only be displayed in portrait format.</p> <p>❖ Under no circumstances shall a sign project beyond 0.1m from the face of the pole on which it is mounted.</p> <p>❖ Advertisement Devices shall not be placed so as to obstruct</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>pedestrian movement or view of the traffic (in case where sign is placed on the median of the road) or pedestrians (where sign is placed over a pedestrian walkway).</p> <p>❖ The commercial advertising sign attached to Pole Kiosk shall be non-reflective in nature.</p> <p>❖ The top of advertisement device shall be at least 2 m below any light fixture and the bottom of such poster not less than 3.0m above the ground level.</p> <p>❖ Advertisement Device shall not cover any Mandatory/ Cautionary signs or the</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>cover plates on street lamp pole.</p> <p>❖ Advertisement Device shall not be displayed on the first three street lamp poles from any intersection or traffic light.</p> <p>❖ Only one Advertisement Device structure (single frame containing one or two back to back posters) is permitted per street lamp pole.</p> <p>❖ The sides, top/bottom and the rear sides (in case of single sided sign) shall be framed with an appropriate material to hide the inside and their fixing system. The</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							material of the poster can be paper (large size printed paper) or stretched vinyl sheet.
2.8		Protection screen/nalah culvert advertising devices	1.2m	1.8m	< 2.16 sq. mtr.	0.75m	<ul style="list-style-type: none"> ❖ No projection, cutout on the pole kiosk is permitted. ❖ Permitted only on road-facing side. ❖ Shall be centered along with the structural grid of the existing protection screen by placing them centrally in between the structural support alternately e.g. one filled and two empty. ❖ The advertising sign shall in no case project above the top of the edge of the protection screen.

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							❖ The device panel corners shall not have sharp edges with a view to avoid any chance of injury or damage to any person or object.
2.9		Informal advertising display board	2.5m	1.2m	<3 sqm	1.2m	❖ Informal advertising devices should be restricted to a demarcated basis in govt./pvt. colonies, ❖ inside market areas, near public parks, and the premises of public buildings. Informal advertising shall not be permitted along the roads. The billboard/poster will be allowed for a maximum period of 48 hours. ❖ In formal

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>advertising devices should be restricted to the specific site/wall as may be provided by the Municipality in each of its wards, near Govt./private colonies, inside market areas, near public park and the premises of the public buildings. No political/religious/social poster free of cost will be allowed beyond the stipulated area.</p> <p>❖ In Municipality area the billboard/poster will be allowed for a maximum period of 1 week. No political/</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							religious/ social poster free of cost should be allowed to be pasted beyond the stipulated area.
2.10		Vehicular Mounted Devices: Bus advertising Private and public					<p>❖ Area for advertisement/name/logo shall not exceed 75% of the surface area on each side of the vehicle except the front of the vehicle.</p> <p>❖ Permitted only on vehicles whose primary purpose is to serve a useful function in the transportation or conveyance of persons or commodities from one place to another, unless otherwise specified, no transportation vehicle</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							<p>shall be used for the sole purposes of advertising.</p> <p>❖ No vehicles carrying advertisement shall be parked on a public right of way or in a location on a private property, which is visible from a public right-of-way.</p> <p>❖ No animation or movement in any form shall be permitted in fleet advertising.</p> <p>❖ Advertising devices will be allowed inside the public utility vehicle.</p> <p>❖ Bus Advertising devices shall not interfere in any way with the mandatory vehicle signs such as purpose of</p>

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							the bus service, number plate, etc.
2.11		Vehicular Mounted Devices in Metro trains City rails					The City Rails running within the city limits can use the entire exterior body of the rail wagon for the purpose of advertisement.
2.12	Vehicular Mounted Devices	Delivery and service vehicle advertising	Na	Na	Na	Na	<ul style="list-style-type: none"> ❖ Area for Advertisement / name/logo shall not exceed 50% of the surface area on each side of the vehicle. ❖ Separate application for separate delivery vehicle, with detail of registration number etc ❖ Taking clearance from Traffic police and RTO etc shall be the responsibility of advertiser. ❖ The delivery vehicles shall only be permitted to advertise the own product / service

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
							offered/carried by the company/owner.
2.13		Taxi and intermediate public transport like auto rickshaw and radio taxis					<ul style="list-style-type: none"> ❖ Area for Advertisement/ name/logo shall not exceed 75% of the surface area on each side of the vehicle. ❖ Separate application for separate taxi, with detail of registration number etc ❖ No animation or movement in any form shall be permitted on taxi advertising ❖ Taking clearance from Traffic Police and RTO etc shall be the responsibility of advertiser, and the conditions set by them shall be followed.
2.14		Mobile vehicle for purposes for advertising: Not permitted					--

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.15		Air Borne devices	--	--	--	19.5m	<ul style="list-style-type: none"> ❖ The Air Borne Device shall, be erected, fixed and secured in accordance with the specified guidelines as per Municipality offer letter/ contract/ agreement ❖ The gas used in inflating the balloon shall not be hazardous or flammable. ❖ No other smaller balloons shall be attached to the balloon or its supporting or secure lines. ❖ Air Borne Device not be permitted in the air funnel area

S. No.	Type	General description	Specific parameters				Special conditions
			Length	Width	Area	Min Ground clearance	
2.16		Flag Signs	2 m	1.5 m	3sq m	2.2 m	<p>❖ Flag Signs advertising device shall be permitted only in commercial areas/markets.</p> <p>❖ This advertisement device shall be useful in attracting the shop owners in the market area to display their product for selling through smaller and uniform advertising medium which shall enhance the city aesthetics by way of advertisement on uniform platform.</p> <p>Note: The Length and Width for advertising display for Flag Sign is devices can be interchanged /altered as per suitability but not exceeding the total area (Length</p>

[illegible]

Specific Permission Criteria: Category 2

a.	Lateral placement	<ul style="list-style-type: none"> ❖ Not permitted in road medians excluding Pole Kiosks. ❖ Not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible ❖ Not permitted within the pedestrian footpath and if any part of device is projected in the right of way ❖ A minimum gap of 2m must be maintained between amenity and ❖ site features like pavement curbs, trees, electrical poles, boundary walls etc.
b.	Longitudinal Placement	<ul style="list-style-type: none"> ❖ The distance shall be maintained as per the specific contract clauses as mentioned by the Municipality while inviting tenders and proposals. ❖ Any deviation from the clause shall be approved by the Competent Authority. ❖ For devices mentioned under 2.1 for amenities, the location shall be such that it does not result in inappropriate stopping or parking of vehicles on roads. ❖ A minimum gap of 2m must be maintained between amenity and site features like pavement curbs, trees, electrical poles, boundary walls etc. ❖ Unless specified, the principle of lateral and longitudinal placement will be applicable to category 1 device only.

Specific Conditions : Category 3

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.1		Bus Shelter and Depo	As approved by the competent Authority on case to case basis	As approved by the competent Authority on case to case basis	As approved by the competent Authority on case to case basis	As approved by the competent Authority on case to case basis	As approved by the competent Authority on case to case basis	The approach end of passenger transport shelter shall be either open or transparent to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle. The advertisement can either be backlit or non-lit, front lighting with additional projected brackets etc. The advertisement devices shall not project outside the roof top boundary. Non-static illumination, neons, changing LEDs, changing of illumination colour, flashing lights etc. are not permitted. A minimum specified gap maintained between the bus shelter and the site features like trees/shrubs, pavement curbs, boundary/building

S. No	Type	Descript of device	Specific parameters				Special conditions
			Length	Width	Area	Max Height	Min ground clearance
							walls, electrical poles, etc. Since a BQS would only be erected at a sitewhere it is not a traffic hazard, the advertisement on the BQS should be excluded from the various conditions of minimum distances from road junction, etc. The content of advertisement will be governed as per the general

Specific permission criteria for Bus shelter

- Any Advertising Device attached to a passenger transport shelter or a seat requires relevant approval of Competent Authority.
- Sponsorship arrangements for the supply of infrastructure may be managed by Municipality subject to keeping in considerations the interest of both.
- The proponent shall provide evidence of a public liability policy of insurance and must provide indemnity for all such installations.

The bus shelters shall be provided with a city map of the neighborhood area close to bus stop, the map shall be provided on the side panels for the commuter to read easily.

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.2		Parking	As approved by the competent Authority on case to case basis					<p>❖ No part of the parking advertising device shall project into the public right of way.</p> <p>❖ Parking signs should be electronic controlled to give clear information about occupancy status. Free Standing parking advertising devices shall be placed on the edge of the Authorized Parking Lots in a manner as to not interfere with vehicular or pedestrian movement into and out of the facility.</p> <p>❖ Advertising Sign face/of the Free Standing advertising devices in parking area shall be</p>

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>Oriented inwards facing the parking bays.</p> <p>❖ The number of free standing devices shall be determined by the peripheral length of the Parking facility. However, overall spread of the parking advertising Signs shall not exceed 50% of the Sum total of the peripheral length and the same shall be spread across to a maximum of three sides of the peripheral edge.</p> <p>❖ Minimum distance to be maintained shall not be less than 1.5m.</p>

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>❖ No Free Standing. periphery of the following :</p> <p>i. Access road passing front of the Parking Lot / filling station</p> <p>ii. Shopping Arcade/Precincts.</p> <p>iii. Access roads/land leading to another facility beyond</p> <p>❖ The Power Supply shall be as per mentioned in general permission criteria</p> <p>❖ System of state parking may be introduced which may be supported by the finances being accrued from the advertisement displayed on the stacks.</p>

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.2.1		Parking(Two displayboards)			Up to 18 sq. m		7 ft	<ul style="list-style-type: none"> ❖ Two display boards of the size 40ft x 8ft each shall be permissible in each parking site. ❖ The boards will contain advertisement at first half portion (20ft x 8ft) & parking rates prescribed at the other half portion.
3.2.2		Two sides of Kiosks			Up to 18 sq m			<ul style="list-style-type: none"> ❖ Each parking has a provision for erection of a Kiosks for keeping of helmets, sitting of parking attendants etc. on ❖ Which advertisement will be permitted on any two sides with the maximum limit of each display not exceeding 20ft x 8 ft. It will be duty of the advertiser to ensure that kiosks are well lit and aesthetically built.

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.2.3		Parking Tickets and Uniform	As approved by the Competent Authority	As approved by the Competent Authority	As approved by the Competent Authority	As approved by the Competent Authority	As approved by the Competent Authority	<ul style="list-style-type: none"> ❖ The Parking Tickets shall contain Municipal hologram on the front side with parking fee & advertisement on the reverse side. ❖ There will be uniformity in the parking tickets in all authorized parking areas.
Specific permission criteria for parking The parking advertising rights shall be clubbed with developing a proper parking information system that should provide real time information on the proper location & availability of parking spaces to facilitate the vehicle owners as well as the Municipal Authorities for better management of the existing parking scenario. Provision at the entry and exit point regarding the parking fee, timeline, name of the parking site owner with telephone number, complaint box, along with advertising devices shall be provided. The parking attendant shall be in uniform with logo in front of uniform and advertisement at rear is permitted. Also the advertisement on parking tickets and small kiosk erected inside.								
3.3		Landscape advertisement device						<ul style="list-style-type: none"> ❖ All Landscape advertising devices shall be located only at design location as approved by Municipality ❖ All Landscape advertising device

S. No	Type	Descriptiof device	Specific parameters				Special conditions
			Length	Width	Area	Max Height	
							<p>shall be adequately maintained to assure continued readability of the message</p> <p>❖ Advertiser shall be responsible for suitable upkeep and maintenance pruning of vegetation surrounding the landscape advertising such as shrubs etc. to enable the visibility of the advertisement.</p> <p>❖ No Landscape advertising device shall project beyond the assigned surface on which it is fixed.</p> <p>❖ Advertiser shall be responsible for all Landscaping related work including planting, daily maintenance and watering etc.</p> <p>❖ Permission should be given to the</p>

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.3.1		Fence Advertising devices	1.5m	<0.3m including base	2.25 sqm	1.5m	As per approval of Competent Authority	<p>registered advertiser. The requirement of the landscape advertising for the specific zone shall be led down as decided by the Commissioner.</p> <p>❖ The Fence Advertising Signs shall be Advertising Plates measuring 0.2 sqm in area</p> <p>❖ The fence over which Sign is fixed shall consist of fence modules of specified design. In case of locations where the fence modules are not already in place the same shall be designed and approved by the Concerned Authority.</p> <p>❖ The signs shall be fixed on the outer face</p>

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>of the fence parallel to the direction of the traffic flow.</p> <ul style="list-style-type: none"> ❖ The sign shall be permitted on every alternate fence module maintaining a minimum interval of 3m any two signs. ❖ The sign shall be centered and aligned to the centre of the fence module horizontally ❖ The total number of fence advertising signs appearing on a particular fence shall depend on the design and length of the fence. ❖ The fence shall be covered with green cover such as creepers etc. to the maximum extent possible planted from

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>within.</p> <ul style="list-style-type: none"> ❖ No illumination in any form shall be permitted on the fence advertising sign. ❖ All fence advertising sign shall be non-reflective in nature. No retro- reflective, reflective film or paint shall be used on fence.
3.3.2		Devices mounted on tree guards	0.3m	0.3m	0.09 sqm	The device shall be integral part of tree guard	As per approval of Competent Authority	<ul style="list-style-type: none"> ❖ Signs shall be square advertising plates measuring 0.3m x 0.3m. ❖ The tree guards shall be provided with 1.5mx1.5m ❖ Or 1.2m x 1.2m cast iron modular grating for protection of roots and water to seep in the roots, as per approved design by the Municipality.

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<ul style="list-style-type: none"> ❖ The Tree Guards advertising sign attached to Tree Guard shall be non reflective in nature. ❖ Advertiser shall make sure to plant, maintain, prune and water the plant without causing any damage to the tree guard or the tree Guards advertising sign. ❖ No illumination in any form shall be permitted on the Tree Guards advertising sign. ❖ Following ratio of 70:20:10 proportionate numbers of Tree Guard Advertising Signs shall be distributed at regular intervals for Commercial Advertising, social message and logos of participating agencies respectively. ❖ Permutations and combinations shall be

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
3.4		Traffic Barricading	0.5m	0.3m			Mounted on traffic barricading	<p>worked out according to the-frequency of the Sign.</p> <ul style="list-style-type: none"> ❖ Permission should be granted in a transparent manner ❖ Signs shall be advertising plates measuring 0.6mx0.3m ❖ Advertising sign shall be an integral part of the design. ❖ The advertising sign attached to the barricading can be reflective in nature

Specific Conditions : Category 4

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.1			Na	0.3m		<0.9m in general and can be increased upto 2m depending on the site condition and subject to approval of the Commissioner on caseto case basis as explained in the note below	2.5m	<ul style="list-style-type: none"> ❖ All Fascia signs shall conform (should not exceed) to a maximum height of 0.9m. ❖ No part of any such sign shall extend above the level of the wall upon or in front of which it is situated ❖ The width of the signage is allowed to extent of the width of the shop- External Fascia signs shall be mounted at a datum line not lower than 0.9m from top finished level. ❖ Within the enclosed corridors or verandah like in location, the fascia sign must follow the datum line coinciding with the top of the shop/ business opening. ❖ In case of double height openings in frontage the

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>datum line of the sign shall be at 0.9m from the soffit of the ceiling.</p> <p>❖ The signage should not obstruct the open railings, jail, grill or any architectural features.</p> <p>Incase the signage is placed below a railing or grill, its datum line shall coincide with the slab level up to 0.9m from the bottom of the drop whichever is less to expose the architectural design of the railing.</p> <p>❖ Each business shall restrict itself to only one fascia sign. The signs by no means shall exceed the frontage of the premises of the business (in terms of the Width). permitted for each business establishment having a rear, or side building face with a</p>

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>public entrance.</p> <p>❖ One additional fascia sign is permitted on each wall face fronting on a dedicated pedestrian or vehicular street or parking lot.</p> <p>❖ Internal illumination of a translucent sign face, or individual letters, characters or figures shall be permitted, such that the sign face, letter or character glows.</p> <p>❖ Flashing and Mechanical Movement graphics are not permitted. Excessive or Special illumination schemes, both on & within buildings (including windows & doorways) and sites shall not be permitted. Illuminated & animated signs are not to detract</p>

S. No	Type	Descript of device	Specific parameters				Special conditions
			Length	Width	Area	Max Height	Min ground clearance
							<p>from the architecture of the supporting building during the daytime.</p> <p>❖ The Owner of Shop/Business Establishment/Institution shall only be permitted to advertise the organization/business name/logo for self-signage having area less than/equal to 2.5 sqm, which is free of charge, No surrogate advertising shall be permitted.</p> <p>❖ The Owner of Shop/Business Establishment/Institution shall be permitted to advertise the organization/business/Product/service/name/logo for Self Signages having area more than 2.5 sqm</p>

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
<p>Note :- The maximum height limit of Self Signages for Commercial Institutions, Showrooms, Hotels, Restaurants, Marts, Shopping Complex etc. shall be maximum 2 metre (proportionate to the Building façade area) as decided by the Commissioner, on case to case basis. The signage shall not block natural light or ventilation in building/premise and shall not contravene the criteria mentioned above in general conditions.</p>								
4.2	On premises signs, Awning Sign:		< 2m	< 1m	< 2sqm	As per approval of the competent authority	2.7m	<ul style="list-style-type: none">❖ A sign shall be fixed at right angles to the street line❖ Where enterprise facades exceed 20m in length, more than one sign may be allowed, spaced at a minimum of 6m intervals.❖ Self-illuminated Awning Signs are not permitted.❖ Permitted only on premises used for commercial, office, industrial or entertainment purposes.❖ No Under-awning sign shall project at any point more than 100 mm from the surface to which it is

subject to payment of Advertisement Fee and Prior written Permission of Commissioner of the Municipality.

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>affixed.</p> <ul style="list-style-type: none"> ❖ No Under-awning sign shall exceed a vertical dimension of 600mm and a horizontal dimension of 900 mm ❖ No Under-awning sign shall extend above, below or beyond any extremity of a parapet wall, balustrade, railing, beam or fascia. ❖ Not more than one Under-awning sign per facade per enterprise shall be allowed, unless the facade exceeds 20m in length, where more than one sign shall be allowed if they are spaced at a minimum of 6m intervals.
4.3		Projected sign: for self advertising only						<ul style="list-style-type: none"> ❖ Maximum height of letters: not exceeding 250mm when horizontally aligned; not exceeding 400mm when vertically aligned to the sign.

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<ul style="list-style-type: none"> ❖ Maximum height of logo shall not exceed 750mm within the sign surface. ❖ In no case shall any projecting sign be attached to a lamppost, traffic sign or any vertical structure other than the shop front where the business or service is practiced. ❖ In no case, shall any projecting sign be attached to a heritage building, educational facilities, and buildings that house government offices.
		Installed on building Ht not exceeding 18m					>2.5m but < 9m	<ul style="list-style-type: none"> ❖ Projecting signs overhanging public land must have a minimum clearance of 2.5 meters above ground level (or a foot path) ❖ No projection of the

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>signage or any part of its supports or frame-work shall project more than 1 m beyond the building.</p> <p>❖ The sign shall not project more than 0.6m beyond the building, or plot line facing the street.</p> <p>❖ A projecting sign shall not be fixed other than at right angles to the street line.</p> <p>❖ No projected sign shall be attached to the transom of a doorway or display window.</p> <p>❖ No projecting signs shall extend above the parapet or top most edge of a roof or above the part of the building face to which it is attached.</p>

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
		Installed on building ht not exceeding 36m					12m	<ul style="list-style-type: none"> ❖ Only one projecting sign shall be allowed per enterprise façade provided the width of the facade is at least 4.5m. ❖ Only one projecting sign per façade shall be permitted vertically as well as horizontally ❖ Material of the framework or supporting structure of the sign should be made of non-combustible material. ❖ The lateral movement of the sign should be restricted and restrained securely using appropriate bracing/ bracketing to prevent from swinging. ❖ The projecting sign shall be designed so that it is capable of supporting reasonable horizontal as well vertical load at all points/ loading points.

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.4		Footway and roadside vendor sign	0.6m	0.6m	0.36 sqm	1m	NA	<ul style="list-style-type: none"> ❖ Footway signs are permitted within the ClearZone provided that the structure, which performs the sole purpose of supporting the Advertising Device, is frangible. ❖ No portion of a footway signs shall project over the carriageway or any surface used by motor vehicles. ❖ The placement of a footway sign not cause a safety hazard to other traffic (eg. Pedestrians and cyclists) ❖ Generally be limited to one sign per premises in busy business precincts. ❖ Generally be limited to two signs per premises where there is more than one business on the premises ❖ Be located directly outside the premises

S. No	Type	Descriptiof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>they refer to.</p> <ul style="list-style-type: none"> ❖ Not be located so as to restrict sight distance on approaches to intersection or the restrict the visibility of other authorized signs. ❖ Be permitted only during trading hours. ❖ Footway signs shall have a maximum height of 1.0 meter, a maximum width of 0.6 meters and a maximum depth of 0.6 meters. ❖ Footway signs shall relate only to the business or product that may be obtained on the premises.
4.5		Real estate sign: for self advertising only	Na	Na	< 2 sqm	1m	Na	<ul style="list-style-type: none"> ❖ A Real estate Sign shall be erected to advertise the sale/rent or lease of property upon which the sign is placed. ❖ All Real estate Sign shall be temporary in nature. ❖ All Real estate Sign shall be non-

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
								<p>illuminated.</p> <ul style="list-style-type: none"> ❖ All Real estate Sign shall be displayed only during the times the premise is open for inspection or to be let out. No Real estate sign shall be placed at a distance less than 4m from the street line or the road right-of-way. ❖ A Real estate Sign shall be placed so as to not impede pedestrian or traffic now. ❖ Real estate sign shall be limited to one sign per street face ❖ The maximum size of Real estate Sign permitted shall not exceed 2 sqm (but not more than 1 sqm per side). ❖ A Real estate sign shall not have letters, figures, symbols or similar features that exceed 0.5m in height.

S. No	Type	Descript of device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	Min ground clearance	
4.6		Welcome sign		NA	<3.85 sqm	1.6 m		❖ The content of welcome sign must be approved by Commissioner
4.7		Construction sign: For self advertising only	Na	Na	< 4.4 sqm	3m	Na	❖ Under no circumstance shall a Construction Site sign be permitted prior to the issuance of first building permit. ❖ A sign shall not be permitted unless there is direct access to that road from the property being advertised. ❖ Signs shall be located as close as practicable next to, and parallel to, the property alignment. ❖ A sign shall not interfere with any underground services. ❖ No portion of a sign shall project over the carriageway or any surface used by motor vehicles. ❖ The placement of the sign shall not cause a safety hazard to traffic (eg. vehicles, pedestrians)

S. No	Type	Descriptof device	Specific parameters					Special conditions
			Length	Width	Area	Max Height	MIn ground clearance	
								and cyclists) ❖ Signs must not present a danger to traffic when exposed to natural wind forces or wind created by passing vehicles. ❖ One or more signs as per the guide, with a maximum area of 1 sqm, may be displayed per property.

Permission criteria for Self-Signage (Category-4):

- ❖ All on premises advertising devices/ business/trade signs should be restricted to commercial areas and authorized business/trade establishments within institutional areas
- ❖ Under no circumstances shall on Premise Advertising Device be permitted in residential areas.
- ❖ Under no circumstances shall illuminated on premise signs be permitted to be in shops/commercial establishments facing residential areas on streets with width less than 12 meters.
- ❖ No sign shall be attached in any way to trees or shrubs.
- ❖ No Trade and Business sign, messages, posters or printed material of any nature shall be pasted onto any supporting column, pillar or post,
- ❖ On Premise Advertising Device in any form shall not obstruct any pedestrian movement (vertically and laterally), fire escape, door or window openings
- ❖ No On Premise Advertising Device shall be in any form or manner interferes with openings required for light and ventilation.
- ❖ Under no circumstances shall On Premise Advertising Device be located to obstruct or alter the frontal silhouette of any transparent/translucent surfaces/ openings.
- ❖ Non-illuminated transparent translucent signs shall be permitted on transparent, translucent external surfaces at any level.
- ❖ No trade and business sign shall be in any form or manner interfere with fire safety transit/exit space requirements and prescribed norms.
- ❖ All On Premise Advertising Device should under no circumstances reflect activity/activities other those undertaken within the premises.
- ❖ No sign shall contain additional advertising -promoting products or services other than approve use of the premises or site irrespective of whether that product or service is provided, sold or available on the site.
- ❖ All On Premise Advertising Device must have the compulsory required information as under:
 - Name of the trade and business
 - Shop/Premise number
- ❖ All On Premise Advertising Device must conform to the prevailing laws with regard to decency, decorum, social harmony etc.
- ❖ All the signs be visually interesting and exhibit a high level of design quality.
- ❖ All On Premise Advertising Device must conform to structural/ architectural discipline of the surface / edifice / building / open areas.
- ❖ The scale and location of a sign should be compatible not only with the building to which it is affixed but also take into consideration nearby buildings, streets and existing signs.

- ❖ Materials used and all On Premise Advertising Device should be non-polluting, fire resistant and injury proof.
- ❖ Any new sign shall consider existing signs on a building, site or adjoining streetscape to ensure that the sign does not give rise to visual and,/or physical clutter.
- ❖ All signs shall have a minimal projection from a building.
- ❖ The cabling and conduit should be concealed from view of the sign and any supporting structure from all angles, including visibility from the street level and nearby higher buildings and against the skyline.
- ❖ No sign under any circumstances shall be supported from, hung or placed on other signs. Each sign should be self-supporting or fixed securely with the architectural structure.
- ❖ Signs painted on or applied on the roof of a building are not permitted. Signs built and/or suspended from the roof at the roof level are also not permitted.
- ❖ The sign information should be kept to a minimum in the interest of both aesthetics and traffic safety.
- ❖ Where subordinate information is allowed, the name or use of the business shall be the dominant message on the sign- No supplementary (as in bylines, product specifications, and selling propositions) and subordinate information (addresses, telephone numbers, and other such details) which seeks the attention of drivers along vehicular stretches will be allowed as they present a traffic hazard.
- ❖ Sign should be non reflective such that they do not flash or glare at drivers on the streets.
- ❖ Signs should not use reflective surfaces as mirror foils etc as the use of such material are visually disruptive to traffic and can be hazardous to oncoming drivers.

All permitted signs would attract levies payable as outlined by the Municipality

Schedule – 3*(see Bye law 20(4))***PLACES IDENTIFIED FOR ERECTION OF TEMPORARY ADVERTISEMENTS**

Sl.No.	Permitted Locations for display of Temporary advertisement	Permitted size (feet)
<u>I. Villianur Main Road from Indira Gandhi Square to Arumbarthapuram bridge</u>		
1	Kamban Nagar Main Road near Govt School Reddiarpalayam (Eastern facing)	10' x 10'
2	At entrance of the Jaya Nagar Main road (Eastern facing)	10' x 10'
3	At the Corner of the Jawahar Nagar Main road near Oulgaret Municipality Opposite to PPA (Western facing)	10' x 10'
4	Gundusalai road near culvert Nadesan Nagar, backside of PWD pump house (Eastern facing)	10' x 10'
5	Ganapathy Nagar Main Road, Thakkakuttai (Eastern facing)	10' x 10'
6	Balaji Nagar Canal adjacent to Devaki Hardware's (Western facing)	10' x 10'
<u>II. Vazhudavur Main Road from Rajiv Gandhi Square to Gopalankadai Road Junction</u>		
7	Mariamman Koil street Gundupalayam near Anandha maravadi compound wall (Eastern facing)	10' x 20'
8	Drowpathi Amman Koil street, Thilaspeth, Vazhudavur Road Junction (Western facing)	10' x 10'
9	Kadirkammam Karumathi mandapam near Indira Gandhi college (Eastern facing)	10' x 10'
10	Ramanapuram, Meenatchipet Road and Vazhudavur Road Junction (Western facing)	10' x 10'
11	South Anaikarai street, near Police Quarters Shanmugapuram (Eastern facing)	10' x 10'
12	Hospital street Mettupalayam adjacent side of Health and Willingness Centre at Mettupalayam (Western facing)	10' x 10'
13	At the corner of the Muthirapalayam Junction near Muthirayar School (Western facing)	10' x 10'
14	Jeeva street, Muthirapalayam Near co-operative bank (Western facing)	10' x 10'
15	Near PONLAI at sandhai thoppu, Dharmapuri (Western facing)	10' x 10'
16	Iyyankuttipalayam Junction at Corner of Gopalankadai Road (Western facing)	10' x 10'

<u>A. Gopalankadai Road from Vazhudavur Road Junction to Perambai Road</u>		
17	Vivekanda School Junction at Gopalankadai Road (Northern facing)	10' x 10'
<u>B. Perambai Road from Gopalankadai Road Junction to Villianur Road</u>		
18	Near Toilet block at Pitchaveeranpet (Northern facing)	10' x 10'
19	Dr. Radhakrishnan Nagar Park, Perambai Road (Eastern facing)	10' x 10'
20	Mothilal Nagar Main Road Junction, Perambai Road (Western facing)	10' x 20'
<u>III. Tindivanam Main Road from Rajiv Gandhi Sqaure to Pondicherry State Entrance</u>		
21	Main Road Kamaraj Nagar Gorimedu near Dental Hospital (Southern facing)	10' x 10'
22	Odai street near Pump House, D'Nagar Police Station (Eastern facing)	20' x 10'
23	Subbaiah Kalayana Mandabam Junction, near PWD Collection Centre (Eastern facing)	10' x 10'
24	Gnanuthiyagu Nagar Main Road, near Mariamman Koil (Eastern facing)	10' x 10'
25	Kasthuribai Nagar Main Road, near DON Bosco School (Eastern facing)	10' x 10'
<u>IV. Mettupalayam - Truck Terminal from MGR Nagar Moolakulam to Gorimedu Shopping Complex (Via Mettupalayam Signal, Guru Nagar, VCRC)</u>		
26	Entrance of MGR Nagar Main road Arch , Oulgaret (Northern facing)	10' x 10'
27	1st Cross PIPDIC Main Road, near Veterinary Hospital, Mettupalayam (Southern facing)	10' x 10'
28	Poothurai Main Road, near Truck Terminal (Southern facing)	10' x 10'
29	At Entrance of Guru Nagar Main Road, Gorimedu (Western facing)	10' x 10'
30	opposite to Indira Nagar Primary school, Police Quarters Road (Northern facing)	10' x 10'
31	VCRC Main Road, Opposite to Municipal toilet block Gorimedu JIPMER (Southern facing)	10' x 10'
<u>V. Airport Road from ECR French corner to Navalur School (via Cluny School)</u>		
32	Main Road, Pakkamudayanpet near French Corner Bakery (Western facing)	10' x 10'
33	The entrance of the Besant Nagar Main Road near Navalur School, Lawspet (Southern facing)	10' x 20'
34	1 st cross st, Kurinji Nagar near Rajiv Gandhi Childrens Park (Southern facing)	10' x 10'
35	Kottupalayam Junction, near Old Library (Eastern facing)	10' x 10'

<u>VI. College Road from Kottupalayam Vinayagar Koil junction to Lawspet Helipad (via Uzhavar Sandhai)</u>		
36	Shanthi Nagar Main road entrance, Lawspet (Southern facing)	10' x 20'
37	Uzhavar Sandhai Junction at the corner of the College Road (Western facing)	10' x 20'
38	Near Ashok Nagar Community Hall (Northern facing)	10' x 20'
39	Near JTS Bus Stop, Lawspet (Southern facing)	10' x 10'
40	At the Junction of Lawspet Main Road near public Health Centre and Iyyanar Koil (Western facing)	10' x 10'
<u>VII. Lawspet Main Road from Kamarajar Mani Mandabam to College Road</u>		
41	Lawspet Main Road, near Auto Stand at Kamarajar Mani Mandabam, (Western facing)	10' x 20'
42	Entrance of the Mahaveer Nagar Main Road (Western facing)	10' x 20'
43	Vinayagar Koil Kulam, Lawspet (Opposite to Lawspet Police Station) (Eastern facing)	10' x 10'
<u>VIII. ECR Road from Kokku Park Signal to Sivaji Statue, Karuvadikuppam</u>		
44	Near GEM Hospital Old Bridge Pakkamudayanpet (Western facing)	10' x 10'
45	Main Road Mahatma Gandhi Nagar Near Latha Steel Compound Wall (Western facing)	10' x 10'
46	Adjacent side of Be-well Hospital near Green Garden (Western facing)	10' x 10'
47	Gangaiamman Koil Street, Lawspet at Junction of Priya Bar (Southern facing)	10' x 10'
48	At the Corner of the Jayaram Nagar Entrance Karuvadikuppam (Western facing)	10' x 10'
<u>IX. Kamaraj Salai from Rajiv Gandhi Statue to Grand Bakery</u>		
49	Main Road Sithankudi near Balaji Theatre (Western facing)	10' x 10'
50	Othavadai Street Saram (Avvai Thidal) (Western facing)	10' x 10'
<u>X. 45 Ft Road from GRT to Venkata Nagar EB Substation</u>		
51	45 Feet Road, Venkateswara Nagar, near Auto Stand (Southern facing)	10' x 10'
52	Adjacent to Kamaraj Nagar Constituency MLA Office near venkata nagar Park (Southern facing)	20' x 10'
53	Main Road Jeeva Colony near Velsokkanathan Kalyanamandabam (Southern facing)	10' x 10'

<u>XI. Krishna Nagar Main Road from Maduvapet to Ambika Apartment</u>		
54	Krishna Nagar Main Road, Maduvapet corner (Eastern facing)	10' x 10'
55	Krishna Nagar Main Road, 12 th Cross (Western facing)	10' x 10'
56	Krishna Nagar Main Road, 9 th cross corner (near Police Booth) (Western facing)	10' x 10'
<u>XII. Kalapet ECR Road from Pillaichavady to Ganapathychettikulam</u>		
57	Pillaiyar Koil Street, Periyakalapet, near Fire service station compound wall (Southern facing)	10' x 10'
58	Vinayagar Koil street, Ganapathychettikulam, near Govt Primary school (Northern facing)	10' x 10'
59	Mathur Road, near Murugan Koil, Periyakalapet (Northern facing)	10' x 10'
60	Bangala Street, Periya Kalapet (Southern facing)	10'x20'
61	At the Corner of Murugan Koil Street, Periya Kalapet (Eastern facing)	10' x 10'
<u>XIII. ECR Road from Muruga Theatre Signal to Railway Gate</u>		
62	Rajiv Gandhi Hospital, Ellaipillaichavady adjacent to canal (Southern facing)	10' x 20'

Form – 1*(see Bye law 10(1))***Registration Form for display of Outdoor Advertisement**

1. Name of Individual/Company/Firm/Agency/Owner with registration details in Companies Act or Limited Liability Partnership Act, 2009: _____

2. Registered Address: _____

3. Telephone Contact: _____ Business: _____

Fax: _____ E-Mail Address: _____

4. Details of the Directors/Proprietors/Partners: _____

Sl.No	Name	DIN No	Mobile No.	E-Mail Address
1				
2				
3				

5. Experience: _____

6. Work Experience: _____

7. Details of Director who have been defaulters in any of the matter while remain Director in any other agency: _____

8. Balance sheet of last three years, if available: _____

9. Authorisation letter by the Board of Directors (by passing resolution), not by any individual Director for Authorised signatory of agency.

10. Details of advertisement rights/permission secured in last five years in any of the Municipalities of Puducherry and Tamilnadu.

11. An undertaking that no amount is pending against it in any of the Municipalities of Puducherry and Tamilnadu.

12. Type of entity: _____

13. PAN Number: _____

14. Service Tax Number: _____

15. Registration Amount: _____

16. The applicant firm/company has not been blacklisted by any Government entity in the last 3 years Yes ☐ No ☐

17. The applicant firm/company has no pending dues. Yes ☐ No ☐

18. If yes, please specify the total pending dues

19. The applicant firm/company has no Court case pending Yes ☐ No ☐

I/we shall hereby abide the terms and conditions and guidelines of advertisement Bye-Laws/policy framed by the Municipality. Also the information listed above is true and genuine and incase of adverse findings related to this the registration shall stand cancelled. Yes ☐ No ☐

SUBMIT

(Incuse of offline submission, please take printout of this form and submit it with the Demand Draft of such amount as specific by the Commissioner, respective Local Body time to time at Municipality office in favour of "The Commissioner, respective Local Body of _____ payable at _____)

Note : This is a typical format only and is subject to modification /amendments by the Oulgaret Municipality of _____ from time to time. Latest version from the website to be used always.

Form 2
(see Bye law 11(3))
Certificate of Registration

Application No:	Unique Identification No.		
Name, Designation and Address (Designation in case of Company/firm/agency)	:		(Affix Photo of applicant)
Name of the Company/Firm/Agency (if applicable)	:		
Date of Registration	:		
Valid Upto	:		
Fee paid & Receipt No.	:		

It is hereby certified that your application for registration with Municipality for display of advertisements has been approved. Please use the Unique Identification Number for all future correspondence with the Local Body and for activating your account on the official website of the respective Local Body.

COMMISSIONER

Form 3
(see Bye law 11(3))
Application Form

FOR OFFICE USE ONLY				
District:	City:	Ward:	Zone:	Permit Number:
Road/Street/Address:				
Date Granted:		Application No:		
Permit Issue Date:		Permit Expired Date:		
Section I – Fees (No cash accepted by mail)				
Application Fee (non-refundable)				<input style="width: 50px;" type="text"/>
Account No.:		Bank Name:		IFSC Code:
Account Number:		Total Fees Charged		
Section II – Typology (Check the appropriate box)				
Type A <ul style="list-style-type: none"> • Bus and IPT shelters <input type="checkbox"/> • Bus and IPT route markers <input type="checkbox"/> • Toilet Block <input type="checkbox"/> • Cycle Station <input type="checkbox"/> • Police Booth <input type="checkbox"/> • Sitting Benches <input type="checkbox"/> • Traffic Barricading <input type="checkbox"/> • Pylon mounted devices <input type="checkbox"/> • Metro/MRTS/FOB <input type="checkbox"/> • Public Transport Vehicles <input type="checkbox"/> 	Type B <ul style="list-style-type: none"> • OMD on Public land <input type="checkbox"/> 	Type C <ul style="list-style-type: none"> • Bill Boards <input type="checkbox"/> • Unipoles <input type="checkbox"/> • Building Boards <input type="checkbox"/> • Wall Wraps <input type="checkbox"/> • LED/ Electronic <input type="checkbox"/> 	Type D, E, F and G <ul style="list-style-type: none"> • Temporary Events <input type="checkbox"/> • Tree Guards <input type="checkbox"/> • Self Advertising <input type="checkbox"/> • Innovative <input type="checkbox"/> 	
Section III - Applicant				
Name of the applicant (Please print or type name of firm or individual desiring permit):		Name of the Directors:	Unique Registration No.:	OMD ID
Mailing Address:		City	State	Off. Phone No./ Mobile No:
Permanent Address:		City	State	Pincode:
Section IV - Property				
Public <input style="width: 50px;" type="text"/>		Private <input style="width: 50px;" type="text"/>		
Owner Name (Personal/association in control property)		Address.	Phone No.	

Section V – Display Location Information			
Area:	Location: Khasara Number:	Sector No: Street: Geo-Co-Ordinate: Longitude/Latitude:	Land Mark:
Section VI – Media Specification			
Height:	Length:	Size (in Sq.mtr)	
Material Metal Wood Other <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Illumination Yes No <input type="checkbox"/> <input type="checkbox"/>	Indicate Facing N S E W <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Section VII – Required Documents			
Please Upload the following documents: <ul style="list-style-type: none"> • Director's Information • Building Permit/Property Tax • PAN No • Service Tax No • Certificate of Structural Engineer Ownership Details • Contract agreement between the owner and advertising agency • City plan with location advertisement sites • Co-ordinates of OMD with GPS location • Photograph of the site (Signed by owner and agency) • Sketch plan of the site (Signed by owner and agency) • Pending Dues (If any) • Architectural Drawing (elevation, measurement scale 1:1000) 		Upload Upload Upload Upload Upload Upload Upload Upload Upload Upload Upload	

I/We shall hereby abide by all provisions of Bye-Laws framed by the Municipality.

(In case of offline submission, please take print out of this form and submit it with Demand Draft of such amount as specified by the Commissioner, respective Local body in favour of "The Commissioner, Name of the Local body of _____ Payable at _____).

SUBMIT

Note: This is a typical format only and is subject to modification/amendment by the respective Local Body from time to time. Latest version from website to be used always.

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